

ESTTA Tracking number: **ESTTA462079**

Filing date: **03/15/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92046185
Party	Plaintiff Amanda Blackhorse, Marcus Briggs, Phillip Gover, Shquanebin Lone-Bentley, Jillian Pappan, and Courtney Tsotigh
Correspondence Address	JESSE WITTEN DRINKER BIDDLE AND REATH LLP 1500 K STREET NW, SUITE 1100 WASHINGTON, DC 20005-1209 UNITED STATES Jesse.Witten@dbr.com, John.Ferman@dbr.com, Lee.Roach@dbr.com, Stephen.Wallace@dbr.com
Submission	Other Motions/Papers
Filer's Name	Jesse A. Witten
Filer's e-mail	Jesse.Witten@dbr.com, dctrademarks@dbr.com, Jennifer.Criss@dbr.com
Signature	/Jesse A. Witten/
Date	03/15/2012
Attachments	Part 57 of 60 BLA-TTAB-06440 - 06626.pdf (189 pages)(8796411 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Registration No. 1,606,810 (REDSKINETTES)
Registered July 17, 1990,

Registration No. 1,085,092 (REDSKINS)
Registered February 7, 1978,

Registration No. 987,127 (THE REDSKINS & DESIGN)
Registered June 25, 1974,

Registration No. 986,668 (WASHINGTON REDSKINS & DESIGN)
Registered June 18, 1974,

Registration No. 978,824 (WASHINGTON REDSKINS)
Registered February 12, 1974,

and Registration No. 836,122 (THE REDSKINS—STYLIZED LETTERS)
Registered September 26, 1967

)	
Amanda Blackhorse, Marcus Briggs,)	
Phillip Gover, Jillian Papan, and)	
Courtney Tsotigh,)	
)	
Petitioners,)	
)	
v.)	Cancellation No. 92/046,185
)	
Pro-Football, Inc.,)	
)	
)	
Registrant.)	
<hr style="width: 45%; margin-left: 0;"/>)	

ATTACHMENT TO PETITIONERS' FIRST NOTICE OF RELIANCE

PART 57 OF 60

BLA-TTAB-06440 – BLA-TTAB-06626

Respectfully Submitted,

/s/Jesse A. Witten
Jesse A. Witten
Jeffrey J. Lopez
John D. V. Ferman
Lee Roach
Stephen J. Wallace
DRINKER, BIDDLE & REATH, LLP
1500 K Street, N.W., Suite 1100
Washington, D.C. 20005
Telephone: (202) 842-8800
Fax: (202) 842-8465
Jesse.Witten@dbr.com
Jeffrey.Lopez@dbr.com
John.Ferman@dbr.com
Lee.Roach@dbr.com
Stephen.Wallace@dbr.com

Counsel for Petitioners

March 18, 1992

Michael Douglass
General Manager
WTOP Radio
3400 Idaho Ave., N.W.
Washington, D.C. 20016

Mr. Douglass:

I have just learned of your decision to ban use of the name "Redskins" from WTOP radio. I am a Native American -- as Native American as any Indian, since I was born in this country and and have lived here for 50 years, which is longer than most Indians -- who is irritated and disgusted by your evident compulsion to have WTOP radio be completely politically correct. Since you have banned the nickname of my favorite sports team, I have banned your station from my radio. I will no longer listen to WTOP radio.

Sincerely,

Nicholas T. Yaworski

Nicholas T. Yaworski
1832 Abbotsford Dr.
Vienna, VA. 22182

✓cc: Jack Kent Cooke

P.S. Enjoy yourself poring over the very lengthy list of high school, college, and pro sports team nicknames to determine which ones are or are not politically correct.

000145

BLA-TTAB-06440

MORE POWER TO YOU! DON'T CHANGE THE RE: KINS NAME! JKC INC

PS: Name - Pub - 92

MAR 25 1992

8569 Greenbelt Road, #204
Greenbelt, MD 20770
March 18, 1992

Attn: Listeners' Complaints
Mr. Michael Douglass
WTOP Radio
3400 Idaho Avenue NW
Washington, DC 20016

Dear Mr. Douglass:

I am dismayed to hear of your policy decision with respect to "Redskins" and the names of other sports teams. I am sure you know that most of the American people do not agree with you.

This scenario is reminiscent of Orwell's novel "1984", in which politically incorrect thoughts are removed from the people's minds by removing the relevant words from the media and from the dictionary. However, Orwell's totalitarian state differed from the America of 1992. We have no government monopoly of the media and the press. We are free to switch to other stations. When I first hear WTOP avoiding the proper names of sports teams, I will be changing the pushbuttons on my radios. I have been a faithful listener of yours for 15 years. I think you should be aware that this is no laughing matter to sports fans. You will lose listeners over this.

I am now wondering whether this misguided decision had anything to do with the firing of news director Joe Gillespie, about which I already telephoned to complain. Perhaps he balked at going along with this.

Yours sincerely,



James E. Felten

✓ cc: Jack Kent Cooke

000146

7-40-92
Theodore W. Bremer

3807 Rose Lane

Annandale, Virginia 22003

PERSONAL TO:

19 March 1992

Mr. Jack Kent Cook, Owner
The WASHINGTON REDSKINS
13832 Readkins Drive
Herndon, Virginia 22071

Dear Mr. Cook,

Let me begin by saying I am a faithful fan of the Redskins ever since I settled here in 1961, and have admired the manner in which you have conducted yourself as owner.

Next, for identification: I am a retired Air Force officer, born and reared in Wilmington, NC, hometown of Sonny Jurgenson and Michael Jordan; played varsity halfback on Sonny's alma mater high school football team (State Champions, 1978) and varsity point guard on Jordan's alma mater high school basketball team (State Champions, 1928, and 8th in the nation in the National Tournament, held at Chicago University, where the "Grand Old Man", Alonzo Stagg, was still on the job.) So, at 82, I am still an old frustrated "jock" !

Now - having sufficiently bored you with history, let me get to the purpose of this letter: to try to help with your problem of the Redskins name.

Basically, I am disgusted with all the hullabaloo; have no sympathy with the fault-finders, since the Redskins name is not denigrating in any way; if anything, it honors the American Indian. I wish it were possible for you to retain the Redskins name, as is.

Nevertheless - it appears you may be forced to abandon this fine old name, whether we all like it or not.

Consider this alternative : THE WASHINGTON BUCKSKINS.

- a. It will allow our team still to be called "The Skins" (MOST IMPORTANT).
- b. It will allow retention of that fine fighting song, with minor changes.
- c. It will allow retention of the frontier motif, close to the Indian motif.
- d. Those "Indians" who appear at our games, and who catch the eye of the TV cameras, may still play their parts - with minor changes in make-up.

That's it. It's yours. Whether you use the idea or not - I'll still be a Redskins fan !

Best of luck !

Ted W. Bremer
Ted W. Bremer

Call me "TED" !
000139

MAR 25 1992

March 20, 1992

Dear Mr. Cooke:

Thank you for taking your stand by stating you will keep our Redskins as Redskins.

The very few that voice their very loud opinions are a minority, as usual but, nevertheless, making a mountain out of a totem pole.

The thousands of Redskin fans, like the two of us, are angered that so much has been written about this and so much T-V coverage on a handful of people.

This is your team - you have to pay the bills and, therefore, have a right to call your team any name you so desire.

Hail to the Redskins!

Sincerely,

Helen & Edward Beaver

19113 Bloomfield Road
Olney, Md. 20832

000138

ALEXANDER POLETT
10401 GROSVENOR PLACE
ROCKVILLE, MARYLAND 20852

JKC INC.

MAR 26 1992

March 21, 1992

Mr. Joel Kent Cook, President
Washington Redskins
Washington, D.C.

Dear Mr. Cook

I applaud your intent, as reported
in the Washington Post earlier this week,
to keep the Redskins' name.

No doubt there will continue to
be some clamor and controversy, but
I hope you stick to your guns and
arrange.

Sincerely,
Alexander Pollett

000134

RS: Name Rec-92

Called with
Response 4/27/92
Told him the Co
of Form 12
RWT

JKC INC.

MAR 24 1992



Bibliographical Researcher • Indians of the Western Hemisphere

21 March 1992

Mr. Jack Kent Cooke
Kent Farms
Middleburg, Virginia 22127

Dear Mr. Cooke:

It gives me immense pleasure that completely overwhelms my feelings of joy and satisfaction in being able to correspond directly to you. I have always respected, admired and held you personally in the highest regard. Your personal character and outstanding achievements speak eminently of your distinguished career.

Mr. Cooke, may I introduce myself and give you a brief moment of my time why I am corresponding to you.

Sir, I am a proud and almost a pureblooded Native American. Proudful of my distinguished heritage. My roots are from a very esteemed and distinguished tribe. I am a Chiricahua Apache. My forefathers were fiercely dedicated warriors. My longevity spans a little over 64 years. My tribal roots are steeply recorded throughout American history. The attributes characterizing the many outstanding traits and manners of our ancestral leaders are legendary. Many great names cry out their greatness throughout their long long history. Many battles and engagements between the Spaniards, Mexicans, Texans and Americans are recorded. The roll is long of such notable and distinguished leaders. These names ring out loud and clear in the pages of Spanish-Mexican-American history. They were: Cochise, Victorio, Geronimo, Mangas Coloradas, Loco, Nana, Juh, Kaaiteney, Kanseah, Naiche, Chatto, Perico, Goso, Noche, Taza, Kayitah, Martine, Chihualhua, Jolsanny, Chappo, Fun, Yalnozhia, Gil-lee, Mangus and others, just to mention a few.

Mr. Cooke, I retired from the Army almost 30 years ago and while I was on Active Duty, one of my proud and honored assignments was with the 4th Cavalry Regiment. This distinguished Regiment has a long long noble and glorious history. In fact it fought several battles and engagements against the Chiricahuas and several notable bands from the Apache Nation. To this very day, I do not behold any ill will, hatred or grudge of condemnation towards their past, for the toils of exploitations our ancestors had experienced in trying to defend, protect and hold on to their lands. The 4th Cavalry honors its Regiment with the Unit's patch that depicts on its crest the lightning streak that symbolizes the exploits of Geronimo. This Regiment is well over 150 years old and it still honors and perpetuates the spirit of its achievement in retrospect to the many fierce battles and engagements they had with many of the great leaders mentioned above.

000135

Ricardo J. Martinez • 3423 Washington, Dr., Falls Church, VA 22041 • (703) 671-5232

BLA-TTAB-06445

The name Geronimo connotes all kinds of expressive meanings in the annals of American Military History. Geronimo echoes his fierceness, his rugged determination, his adroit cunning, his heroic bravery, his keen awareness, his intelligent reasoning, his innate aptitude, his skillfulness, his shrewdness, his astuteness, his insight and foresight, his acuity, his swiftness and cleverness. In his day Geronimo brought dreaded fear and anxiety into the minds and hearts to all of those who had to confront him in battles. All of these remarkable traits and mannerisms Geronimo possessed. One of America's foremost and greatest generals of World War II, the legendary General of the Army Omar Bradley, once mentioned that Geronimo would have been a four (4) star general commanding an army in World War II. These were his prerequisites of leadership and qualifications.

Furthermore, even today, hundreds of units within all the branches of the United States Armed Forces proudly and boldly wear many symbols depicting in various forms such tributes of honor to the Native Americans. Such great legendary names are the Apaches, Cherokees, Mohawks, Seminoles, Comanches, Sioux's (Dakotas and Lakotas), Senecas, Crows, Arapahos, Nez Perces, Cheyennes, Iroquois and many many others. The names of these great tribes are still honored and respected for their strength of determination, loyalty of character, sense of nobleness, fierceness and courage and above all the willingness to defend themselves in offering the supreme sacrifice their boldness to die for a purpose. By perpetuating their names and identifying them into our units and organizations throughout the Armed Forces is a most remarkable tribute to the spirit America honors and beholds the Native Americans.

Mr. Cooke, my purpose as you can ascertain from the contents related above, is to give you my wholehearted support in defending and respecting your views and your vigorous and determined stand in defending and maintaining the honored and respected name of the Washington Redskins. I'll defend and support you in the true spirit in which you behold and respect the wholesome values of the Native American culture.

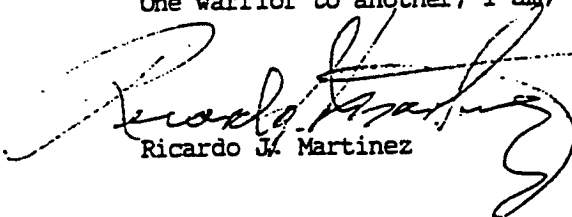
Sir, yes, there is a thoughtless movement scurrying throughout the land in trying to arouse, swell and stir within the minds of the American peoples a derision of hated racism. They are trying to cast false aspersions and insidious derisions on the characterization of the generic term "Redskins." This movement is tainted by the kinds of malcontents, whose claim is to stand behind the shield of the noble culture of the Native Americans. They are trying to impose their own questionable interpretations and opinions upon the American public. I say, let them rot in their own revilement, their own insidious behavior, their own self-belittlement, their own self-degradation, and their own self-destructions. They are just a bunch of mindless persons without having the capacity to reason intelligently for what they mean and say.

Mr. Cooke, I stand behind and support all our institutions and organizations throughout our land, who have honored the Native Americans within their environs by using respectfully the tribal names and symbols to perpetuate their culture and heritage. Even our Industrial Corporations have and still honor many outstanding products ennobling the spirit and the grandeur of the Native American.

Our Armed Forces since pre Civil War times have honored and named Units and made emblems and symbols after many famous and legendary tribes. In my judgment, the characterization and embodiment of the generic term "Redskins." inspires courage, bravery, tenacity, strength, determination, fortitude, aggressiveness, boldness, excites morale and comradeship, binds team spirit and unity. Furthermore, I tribute your organizations success to these characterizations and it has swelled over to the endearing enjoyment and excitement from millions of loyal and dedicated fans throughout the land.

Mr. Cooke, lastly, you may quote me as a Native American, who will loyally support and stand 100 percent behind you and will defend your noble cause and purpose to keep the name REDSKINS alive. I would be more than honored and pleased to solicit your views and opinions after you have perused this letter. I thank you most kindly for making available your time in doing so.

One warrior to another, I am,



Ricardo J. Martinez

000137

(X)

BLA-TTAB-06447



MAR 04 1992

Bibliographical Researcher • Indians of the Western Hemisphere

21 March, 1992

Mr. Jack Kent Cooke
Kent Farms
Middleburg, Virginia 22127

Dear Mr. Cooke:

It gives me immense pleasure that completely overwhelms my feelings of joy and satisfaction in being able to correspond directly to you. I have always respected, admired and held you personally in the highest regard. Your personal character and outstanding achievements speak eminently of your distinguished career.

Mr. Cooke, may I introduce myself and give you a brief moment of my time why I am corresponding to you.

Sir, I am a proud and almost a pureblooded Native American. Proudful of my distinguished heritage. My roots are from a very esteemed and distinguished tribe. I am a Chiricahua Apache. My forefathers were fiercely dedicated warriors. My longevity spans a little over 64 years. My tribal roots are steeply recorded throughout American history. The attributes characterizing the many outstanding traits and manners of our ancestral leaders are legendary. Many great names cry out their greatness throughout their long long history. Many battles and engagements between the Spaniards, Mexicans, Texans and Americans are recorded. The roll is long of such notable and distinguished leaders. These names ring out loud and clear in the pages of Spanish-Mexican-American history. They were: Cochise, Victorio, Geronimo, Mangas Coloradas, Loco, Nana, Juh, Kaaiteney, Kanseah, Naiche, Chatto, Perico, Goso, Noche, Taza, Kayihtah, Martine, Chihualhua, Jolsanny, Chappo, Fun, Yalnozhia, Gil-lee, Mangus and others, just to mention a few.

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000081

Ricardo J. Martinez • 3423 Washington, Dr., Falls Church, VA 22041 • (703) 671-5232

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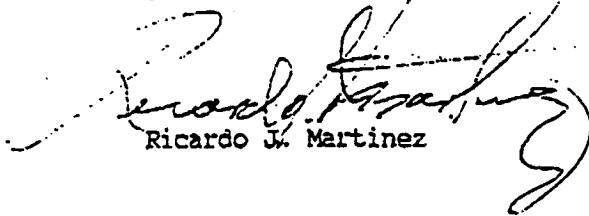
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One warrior to another, I am,



Ricardo J. Martinez

000083

WILLIAM F. JR. & VELMA L. KIDWELL
449 WESTVIEW COURT
LONGMONT, COLORADO 80501
(303) 682-0587

March 23, 1992

Washington Redskins
P.O. Box 17247
Washington, D.C. 20041
ATTN: Mr. John Cooke, Sr.

Dear Mr. Cooke:

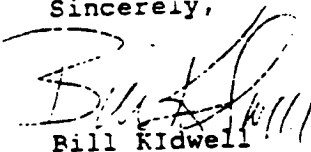
The purpose of this letter is to suggest a solution to the current team name "furor".

As a long-time, avid fan I share your position that team name has always been intended to pay respect to, not to demean native Americans. It is difficult to understand how anyone can seriously suggest the team name is offensive. However, as we both know, "perception is reality" and there are apparently individuals who feel compelled to take issue with using the name "Redskins".

I have cheered the team since the early 1950's and I have found myself, more often than not, cheering for the "Skins", not the Redskins. My suggestion is that to formalize using the name Skins, instead of the Redskins. I think most fans would find it an interesting finesse to the name issue, and the groups opposing the use of the ethnic reference will no longer be able to take exception with the name.

Thank you for opposing the change, and thank you for taking the time to at least consider this.

Sincerely,


Bill Kidwell

S_0006927

BLA-TTAB-06451

RECEIVED MAR 24 1992

March 23, 1992

Mr. Michael Douglass
WTCP-AM
2400 Idaho Ave., N.W.
Washington, D.C.

Redskins' Name

Dear Mr. Douglass:

I am writing to help you out with the so-called problem of the Redskins' name.

The point is, there is no such thing as an American Indian or a Native American, and those names are even sillier. The fact that these people call themselves that shows how stupid this whole controversy is.

You will recall that Columbus discovered America on a voyage intended to find a way west to China, so when he sighted land he thought it might be the real India. But the natives were NEVER Indians. Furthermore, they had been there long before the place became called America, and they came here by coming across what was then a land-bridge between Asia and Alaska. These people are the original Asian immigrants.

In America we are all immigrants, no one is "Native". We have created a new culture in which "anything goes". A real American accepts that "anything goes" and doesn't bother his head about it.

However, I personally would like to see the Redskins change their logo so they can get rid of those tacky uniforms, including the feathered helmets. When we get the new stadium the team's outfits should look new too.

Are the Saints saints? Who cares, butk they certainly aren't a tacky-looking tribe.

Sincerely,

✓ Copy to Mr. Cooke
Redskin Park

S_0006297

BLA-TTAB-06452

RS: N. L. Pao-92

JHC INC.

MAR 26 1992

DEAR SIR

IF IT IS NOT BROKEN, DO NOT
TRY TO FIX IT.

KEEP THE WINNING NAME

BOB RYAN

2604 30th St.

DC 20007

000133

BLA-TTAB-06453

March 24, 1992

Mr. Michael Douglass
General Manager, WTOP-RADIO
3400 Idaho Ave. N. W.
Washington, D.C. 20016

Dear Sir:

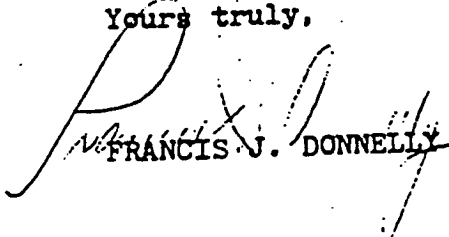
I am writing to protest your recently- adopted policy of not using the name "REDSKINS" any longer when reporting on the Washington, D.C. professional football team.

I am a regular listener of WTOP-RADIO and have been for many years, long before you went to an all-news format.

I am a native-born Washingtonian, have been a "REDSKINS" fan since day one, Sept. 16, 1937 (a Thursday-night game, we beat the GIANTS 13-3). I think the name "REDSKINS" should be retained for a wealth of reasons, all of which I'm sure you've already heard.

My recourse in opposition to your policy is quite limited. However, the one venue open to me that I have chosen to pursue is patronizing your advertisers. Rest assured as long as your policy is in effect, I shall henceforth withhold patronizing all business and other groups and organizations that advertise on WTOP. I shall continue to listen to WTOP but shall exercise my right to patronize those establishments as I choose until such time as your policy is reversed.

Yours truly,


FRANCIS J. DONNELLY

000132

JKC INC.

RS: Name - Pao - 92

MAR 27 1992

March 25, 1992

Mr. Jack Kent Cooke
The WASHINGTON REDSKINS
13832 Redskin Drive
Herndon, VA 22071

Dear Mr. Cooke:

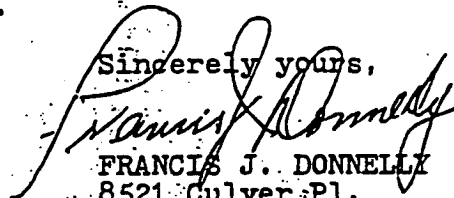
Regarding the current controversy about using Indian names as nicknames for athletic teams, I wrote you on Oct. 26, 1991 voicing my support for keeping the name "REDSKINS" for our professional football team.

As the debate continues, my concern grows that some organizations, schools, teams, etc may succumb to the pressure.

I do, most strongly, urge you to stand your ground and keep the name "REDSKINS".

In this connection, I am enclosing a copy of my letter to radio station WTOP in response to their recently-adopted policy of not using the name "REDSKINS" in reporting on our football team. I intend to follow the policy stated therein so long as they maintain the policy they have adopted concerning use of the name "REDSKINS".

Sincerely yours,



FRANCIS J. DONNELLY
8521 Culver Pl.
Alexandria, VA
22308

000131



THE REDSKINS BOX 17167-DULLES AIRPORT WASHINGTON, D. C. 20041 (703) 671-9100

JOHN KENT COOKE
EXECUTIVE VICE PRESIDENT

March 26 1992

Mr Joseph F K Mayhew
13208 Yorktown Drive
Bowie Maryland 20715

Dear Mr Mayhew

Thank you very much for your note of
March 19, 1992.

The name of our club was never intended
to insult anyone.

There are many people, including Indian
tribes, who have told us that they
support our club being called the
Redskins; and in fact, in the case of
Native Americans, are proud of the fact
that our team represents them so well.

Again, thank you for your note.

Very truly yours

JKC/db

S_0004897

BLA-TTAB-06456

The Washington Redskins

Mar 19, 1992

Attn: Mr. J. K. Cooke:

Subj: Name "Redskins", Justification:
As a native Washingtonian (CS-CO-1913)
I remember the play-for-pay teams
(semi-pro) which were called "Apache"
and another called "Mohawks". This
was in the 1925-1930 era.

The archives of the Congressional
Library, The old Evening Star
and the Washington Post should
have references to these teams.

This connects the City with
football associated with native America
Indian names long before the "Redskins"
came here from Boston?

He needs many help's justify
retaining the present name.

Joseph St. L. Mayhew
13215 YORKTOWN DRIVE
DOWIE, MD 20715
301-202-8945

RECEIVED MAR 25 1992

S_0004898

BLA-TTAB-06457

1-28 W. Broadway
Butte, Montana
3-27-92

Washington Redskins - Attn. Public Relations Dept.
Redskin Park P.O. Box 17247
Dulles International Airport
Washington, D.C. 20041

Gentlemen:

Enclosed is a copy of a letter I recently sent
to the editor of our local newspaper. Please feel
free to reprint it all or in part if you wish.

Very truly yours,
Charles E. Reed
(a fan)

0002071

BLA-TTAB-06458

Undeserved names are offensive

As a descendant of Cherokee ancestors, I take umbrage at the fact that certain sports teams use names held in reverence by my forebears and kinsmen; names such as Redskins, Braves and Chiefs. But that is just the tip of the iceberg. As holder of a degree of Doctor of Divinity, I consider myself as being capable of judging the authenticity of religious titles. Therefore I view with alarm the use of one group from New Orleans of the name "Saints" and another from Los Angeles

of the name "Angels."

As a member in good standing of such organizations as the Second Amendment Foundation, Citizens for the Right to Keep and Bear Arms, and the Freedom Foundation, I consider myself a genuine patriot. As a result, I am taken aback by the fact that a group of players from New England calls itself the Patriots.

My wife is a world class shopper, having amassed an impressive list of credit card debts from all over the civilized world. Recently, she suffered the utmost dismay and chagrin when apprised of the fact that members of a group of football players from San Diego use the undeserved appellation of "Chargers." —
CHARLES E. REED, 1308 W. Broadway

4—The Montana Standard, Butte, Wednesday, March 25, 1992

3/30- Mail.

P.S. Name - P-92

ARCOM

Arthur W. Arundel
Chairman and Chief Executive Officer

JKC INC.

March 26, 1992
MAR 30 1992

Jack / Answering
seconding note from
the mng. board.

000129

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Group Vice President

JOHN T. TOLER
Vice President, General Manager

THURSDAY, MARCH 26, 1992

Keep the name

It's not every week that we get to address an issue of local importance with national, international and historical repercussions. We are speaking of the controversy over the Washington Redskins' name, and the misguided campaign by some to get team owner Jack Kent Cooke to change it.

When this era of political correctness first dawned, with it came a series of attacks on free expression that would be funny if they weren't being taken so seriously by humorless ideologues who apparently thought they could intimidate their fellow man into conformity. There was the Ivy League school where a student was violently attacked for flying the Confederate flag. (An angry student, in protest, actually unfurled the Nazi flag from her window — that's the kind of logic P.C. gets you). Some women, none we know, but apparently some, unhappy with the syllable "man" in *woman*, or "male" residing comfortably in *female*, want to be called *gynotes*, or something like that. Homosexuals, displeased at less-than-appealing gay characters in movies, are now standing outside cinemas, giving away the cliffhanger ending of "Basic Instinct" to unwary moviegoers.

During the Fall Classic last year, the Atlanta Braves were picketed. A big to-do was made of the Redskins' appearance in the Super Bowl. Television cameras, ever the instigators, waited outside for about 10 people to show up to protest.

Now there has been a series of District "dignitaries" going on the record for the "Skins to change their name: the D.C. City Council, never able to ignore the tyranny of the minority, knuckled under with a resolution asking Jack Kent Cooke to change the name. The Washington Post, Mayor Sharon Pratt Kelly and even Bandwagonmeister Tony Kornheiser, have weighed in against the burgundy-and-gold. Most recently a D.C. radio station — we won't deign to use its name — announced the preposterous policy of not referring to the Redskins as the Redskins or the Chiefs as the Chiefs. It'll just have to be "Washington" or "Kansas City." Give us a break, this has gone too far, and mark them off the season ticket list, Mr. Cooke, there's plenty of real fans dying to take their places.

The owner should not doubt that there is a silent (and overwhelming) majority out here in Redskins country that backs his stated intent to keep the team symbol and name. Only a fool would think that the team's traditional moniker is an underhanded way for whites to keep the Red Man down. The Indians in this land have much to complain about, and we can only hope their next 400 years on this continent are better for them than the last 400 have been. But let's start somewhere that will make a real difference (the Interior Department or the Bureau of Indian Affairs), not at Redskins park.

Mr. Cooke, keep the name. You're not owner of the Washington

000130

11 Cindy St.
West Hazleton PA 18201

3-30-92
R6: Name - 92 JKC II

Dear Mrs. Cooke,

APR 07

I write to ask you NOT to
change the name from Redshins.
Do not give into any pressure.
The Redshins belong to all of us.
I hope we will always be able
sing: Hail to The Redshins.
Redshins all over support you.

Best wishes,
John Milet



000128

JKC INC.

APR 14 1992



MR. EDDIE BRYANT, SR.
642 FARADAY PL. NE
WASHINGTON, DC 20017-2355

3-31-92

Mr. Jack Kent, Cooke
PO Box 17247
Dulles Airport
Wash DC 20041

Dear Mr. Cooke:

I know you are too busy to read this note. But I am writing it anyway. It is a recommendation for a new name for our "RED SKINS." Of course, I agree with you -- there should not be a change in name. However, if you decide to make a change -- I recommend that our new name be:

"THE WASHINGTON REAL SKINS"

My wife and I always watch our Real SKINS on TV. We can neither afford to -- nor get tickets to any Red SKINS' game. But they are still our Real SKINS.

Thanks for your consideration
Eddie M. Bryant, SR.

000127

JKG IN

APR 09 1992

April 3, 1992

Mr. Jack Kent Cooke
Washington Redskins
P.O.Box 17247
Dulles International Airport
Washington, MD 20041

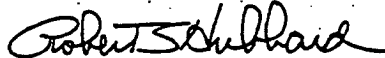
Mr. Cooke:

I am sure that in recent months you have heard many negative comments concerning the "Redskins" name. However, I for one, would very much like to see the name NOT change.

I have been a Redskins fan since I was a child, and I hope that my soon-to-be-born child has the same opportunity.

Congratulations on a terrific 91-92 season, and good luck this season.

Sincerely,



Robert S. Hubbard
4011 Weller Road
Wheaton, MD. 20906

000126

640 Sheldon Road
Palmyra, New York 14522
April 9, 1992

Washington Redskins
P.O. Box 17247
Dulles International Airport
Washington, D. C. 20041

Dear Mr. Jack Kent Cooke:

I am writing you this letter on behalf of the issue on whether or not you should change the name of the Washington Redskin's. As an avid Redskin fan, I am hoping you will stand strong with your belief that the team name should not be changed. I feel that the Native Americans should have great pride in your team's name instead of being offended by it. Your team has great competitiveness and class, and proved that by winning the Super Bowl this year. You and your team should receive recognition instead of controversy about your name.

Although a few people feel the term "Redskin" is degrading, I, for one, think of high class and success when I hear the term. All the success you and your team have had has given me the image. Unfortunately, there will always be a few people who will try to start some controversy about a team when they are successful. You have done a great job handling the controversy, and I have faith that you will continue to handle it just as well.

Mr. Cooke, I hope that you give this issue serious consideration before changing the name of the Washington Redskins. I would be very disappointed to hear of a change in name, but I'd still be a loyal fan and always will be.

Sincerely,


Paul Sheldon

000125

RS: Name Feb-92

U E INC.

4/21-Marb.

APR 21 1992

20 Hifields
Washington Depot, CT 06794
April 14, 1992

Mr. Jack Kent Cooke
The Washington Redskins
13832 Redskin Drive
Herndon, VA 22071

Dear Mr. Cooke,

The enclosed pictures were taken in northern Arizona on the Navaho reservation this past February. My informant told me that the area is set aside in the reservation for state-operated schools for the Indian children.

I recognize that you are entirely capable of handling any confrontation with the so-called native Americans that may arise. I thought, however, that these pictures might be useful ammunition. The pictures say that Navahos, at least, are willing to call themselves Redskins and therefore do not find the term demeaning.

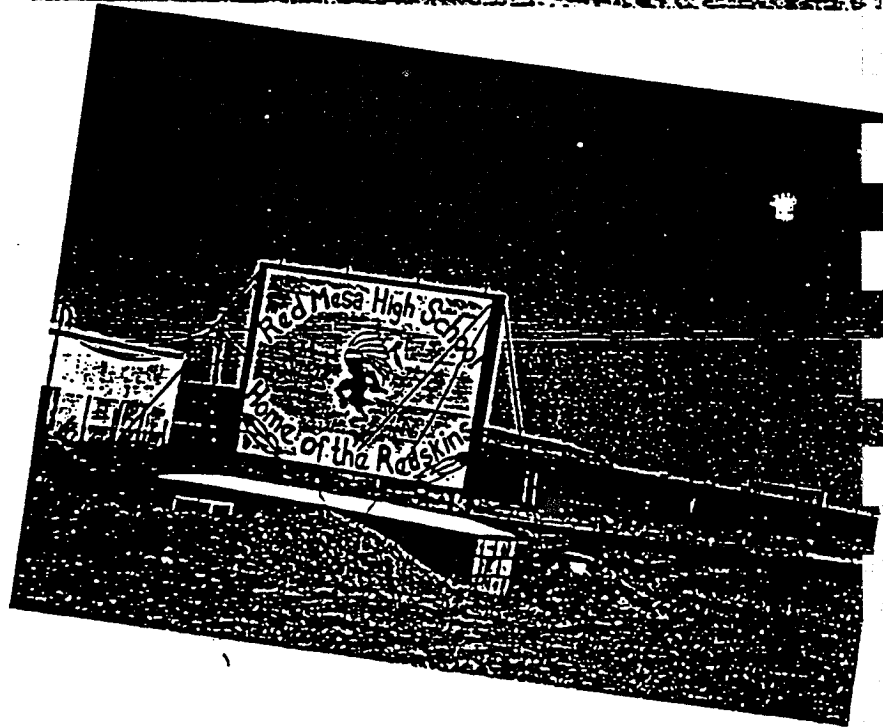
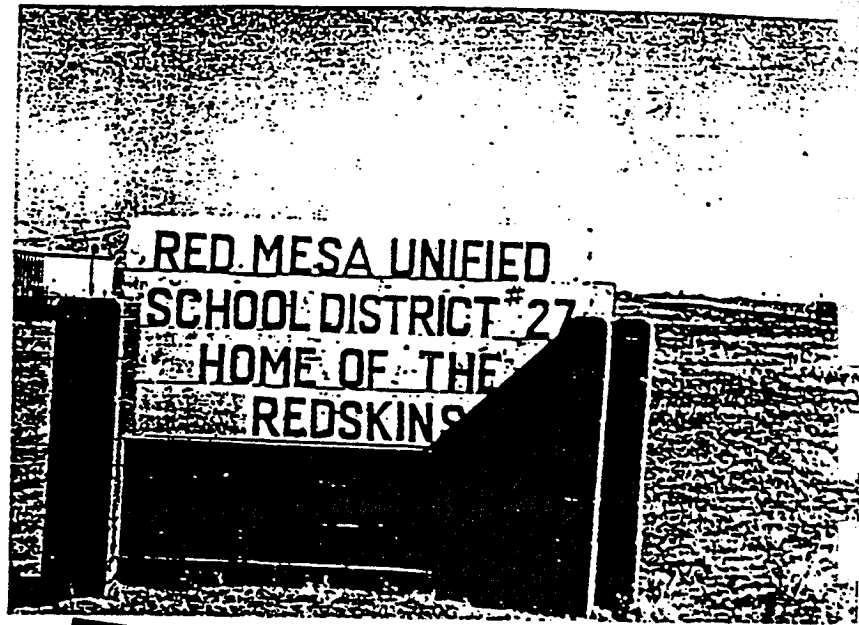
The thought also occurred that the Washington Redskins might take an active interest in the Red Mesa Redskins to the benefit of both parties.

Sincerely,

J. V. Richard Kaufman

J. V. Richard Kaufman

000123



000124



THE REDSKINS BOX 17247-DULLES AIRPORT WASHINGTON, D. C. 20041 (703) 471-9100

JOHN KENT COOKE
EXECUTIVE VICE PRESIDENT

April 21 1992

Mr Wilcomb E Washburn
Director
American Studies Program
Smithsonian Institution
Washington DC 20560

Dear Wilcomb

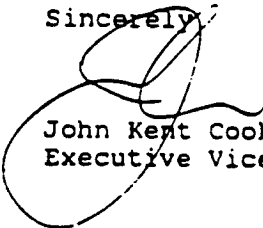
Once again, my sincere thanks for
defending the tradition, indeed the
honor, of the Washington Redskins.

If I were you I would shoot your editor
however you like, with a bullet or an
arrow.

For your information, the Atlanta Braves
(Turner-Fonda) have told the American
Indian Movement to get lost.

With kind personal regards.

Sincerely,


John Kent Cooke
Executive Vice President

JKC/Bf

S_0006980

BLA-TTAB-06468

4400 E. West Hwy #1128
Bethesda MD 20814

JKC INC.

Michael John Nisos

APR 28 1992

Dear Mr Cooke-

You are 100% right in holding on to the Redskins name.

I thought you'd get a kick out of the enclosed on the same subject. At Indian City USA - Anandarko, Oklahoma the Indians named their movie theater "REDSKIN". It seems to me they like that word *Sincerely*
Michael John Nisos

[Transcript: Dear Mr Cooke-

You are 100% right in holding on to the Redskins name.

I thought you'd get a kick out of the enclosed on the same subject. At Indian City USA - Andarko, Oklahoma the Indians named their movie theater "Redskin." It seems to me they like that word.

Sincerely,

Michael John Nisos]

000121



000122

August 1, 1992

Dear Mr. Jack Kent Cooke,

With all the recent publicity about sports teams being named after Indians, I thought you'd appreciate this picture.

Red Mesa High School is on the Navajo reservation near Tonalear, Arizona. As you can see, they've named their school team the Redskins!

If the Navajo Indians can call themselves the "Redskins" with a sense of pride, then the football team from the nation's capital should be allowed to retain their name and play with that same sense of pride. This holds true for every sports team in the country with a moniker associated with Native Americans.

Thank you for taking the stance you did and not bowing to the pressures of some radical fringe groups. This whole thing was probably started by some well-intentioned, mis-informed, non-Indian trying to make everyone think he's racially aware.

000117

Living in southwest Colorado, the only other Redskin fans we see are the Utes and the Navajos. They wear the Redskin shirts, the Redskin caps, - all with pride. We were conned out of a Redskin 50 year pin by a Southern Ute named "Bear" so he could wear it on his cowboy hat!

My husband, Harvey, born and raised in Alexandria, VA, has been a Redskin fan since the day he was born. I don't think a day goes by where he doesn't wear something with the name "Redskins" on it. His brother, who still lives in Alexandria, is the same way. With the building of a new stadium he's on the list for season tickets. Wow!

I've got to admit I married into a Redskin family - but then I wasn't a fan of football at all prior to that. So you could say I've always been a Redskin fan too.

No one can ever fault a Redskin fan for being overly enthusiastic. We're the best! We're crazy about the team, and crazy about the man

000118

who made it the best team in the
world.

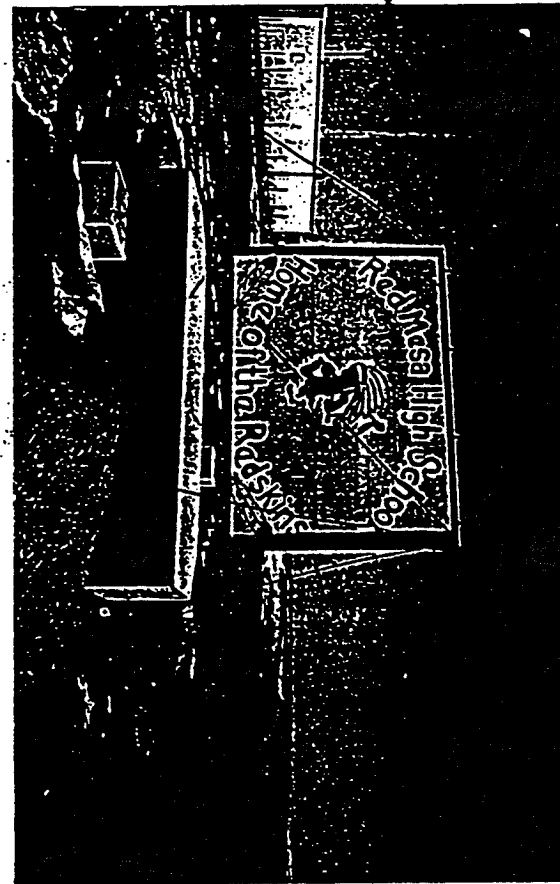
Hail to the Redskins!

Yours truly,
Ruth Walkup

Ruth Walkup
301 Pioneer Circle
Durango, CO 81301



000119



000120

MEMO FROM THE DESK OF

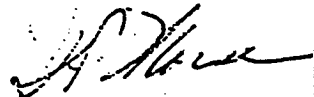
George P. Morse

Mr. Cooke,

On another matter, regarding the continuing controversy being fanned by special interests concerning the "REDSKINS" name, it will be of interest to look at the photo taken on December 17, 1977, at RFK Stadium, whereat some 80 different tribes were represented proudly sharing their and the REDS heritage and role in America.

We know you will stand fast against those unreasonable efforts to change the name of our team.

8-5-92



000116

RSP
JKC INC.

AUG 27 1992

Dear Sir:

My lady friends told me that you
going to change the name REDSKINS.
Please do not change it.

S.Y.

Mary Beth Hughes +
friends.

000115

SEP 3 1992

1812 Golf View Court
Reston, Virginia 22090
September 2, 1992

The Washington Post
Letters To The Editor
1150 - 15th Street, N. W.
Washington, D. C. 20071

Dear Madam or Sir:

Re: What Controversy?

I detest any offense against the American Indians,
but the name of the Washington Redskins should no longer be
an issue.

I took this picture several weeks ago on the
Cherokee Indian Reservation. It appears that not all Indians
are in agreement with the controversy.

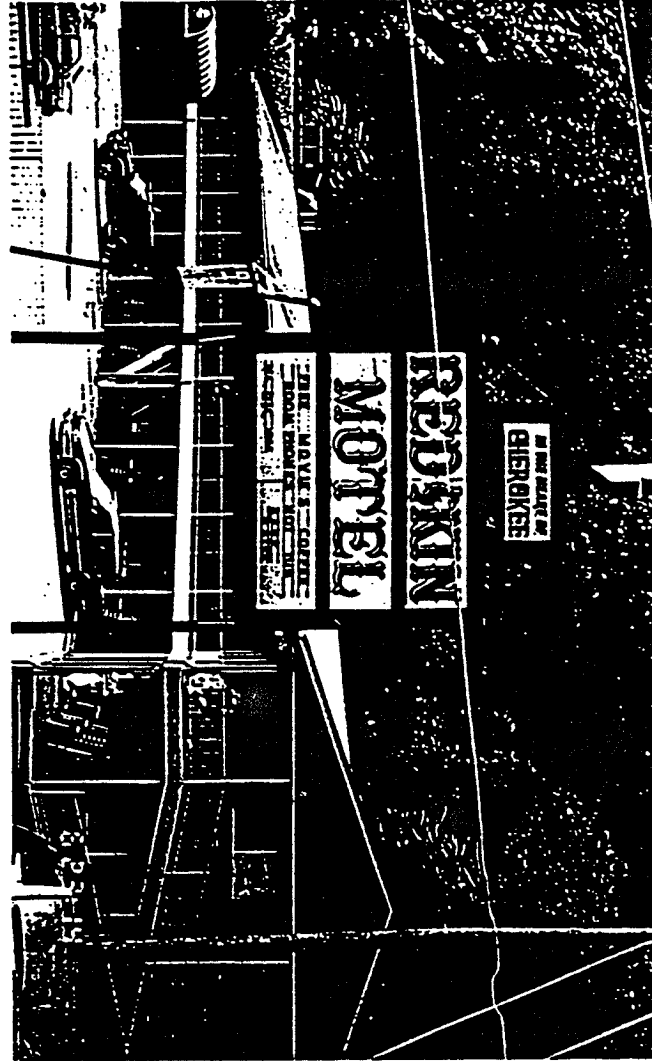
Very truly yours,

Priscilla J. Fritz
Priscilla J. Fritz
Reston

cc: Jack Kent Cooke

000113

BLA-TTAB-06477



000114

from letter to /
new list of
cc: DW

Gaegler & Hopewell
ATTORNEYS AT LAW
6309 BALTIMORE AVENUE, SUITE 201
RIVERDALE, MD 20737
(301) 699-0031
FAX NO. 864-7618

REDSKIN PARK
SEP 23 1992

September 14, 1992

Jack Kent Cooke, President
Washington Redskins
13832 Redskin Drive
Herndon, Virginia 22091

Re: Use of the name "Redskins"

Dear Mr. Cooke:

The Washington Post recently reported another attempt to force your football team to eliminate the name "Redskins". There is a perspective of that issue which should be considered.

Personally I am far from insensitive to the use of pejorative terms. In the past fifteen years I have continually litigated civil rights cases, primarily representing minority and female plaintiffs who were victims of wrongful discrimination. Before that, I worked in a civil rights agency. This background has perhaps given me a unique perspective of the racial dynamics in this region.

The term "Redskins" is perceived as a racist term by many persons of native American origin. But when used as the name of your football team, "Redskins" has actually developed a different meaning to people in this region.

Most people should agree the Redskins football team inspires more than the usual degree of loyalty among its fans. The attraction the team has in this area is detectably more emotional and deep seated than that of most professional teams I'm aware of. I think part of that attraction is because of the name. Not the name "Redskins" but the combination of the words "red" and "skin".

Despite the increasing presence of persons of Asian, Native American or Latin origin in the Washington area, most people here are racially defined as Black or White. No one with any experience in dealing with racial issues between Blacks and Whites would dispute the predominance of racial considerations [conscious and subconscious] in the thinking of most people.

000111

Jack Kent Cooke, President
September 14, 1992
Page two

For people who consider themselves Black or White, the description of red skins is a neutral point of reference. It isn't as dark as Black and it isn't as light as White. But its something in between that persons of both races, in a racially conscious society, can identify with without having their own racial identity threatened.

There can be no question that the leadership in this region, in Government, the private sector and the Media, would be grossly offended if they thought the term Redskins was being used in a racist manner. The lack of a consensus opposing the use of the name Redskins, suggests it means something entirely different than a reference about Native Americans. That different interpretation is the providing of some common ground for people in this racially diverse area.

If some new name is developed to replace Redskins, it should take into consideration the fact that your team is the greatest unifying entity in this region. Aside from the omnipotent presence of the Federal Government, there is no other entity or undertaking, in either the private or public sector, which serves to unify the diverse population in the Washington area as do the Washington Redskins. And frankly, some of the teams opponents should give thought to this.

Very Truly Yours,

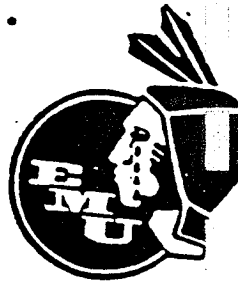
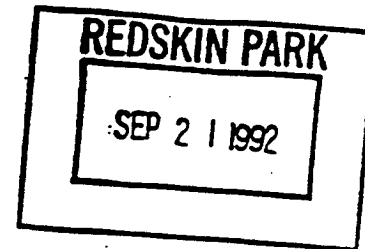
James Brewster Hopewell

000112

EMU HURON RESTORATION, INC.

Eastern Michigan University
-IN EXILE-

4577 Shenandoah
Allen Park, Michigan 48101
(313) 274-2113



September 15, 1992

"ONCE A HURON...ALWAYS A HURON"

Jim Martin
Chairperson
(517) 539-1349
Bob Bennett
Vice-Chairperson
(313) 434-1726
Leo Turner
Secretary
(313) 274-2113
Jack Johnson
Treasurer
(313) 422-3569
Rick Champella
Council
(313) 237-7061
Jerry Griffin
Advisor
(313) 497-4305
Tom Cicciarelli
Business Leader
(313) 485-2750
Dave Kasper
Student Leader '90
(202) 526-6606
Kurt Ely
Regents' Council
(305) 923-8218

Mr. Jack Kent Cooke, Owner
Washington Redskins
Washington, D.C. 20000

Dear Mr. Cooke:

In reading The Detroit News, Friday, Sept. 11, 1992, we came across an article about American Indian leaders wanting the Federal Government to cancel your trademark "Redskins" as it was offensive to Indians.

We are very interested in the outcome of this continuing struggle of Indian activists to rid our country of all Indian names.

We have been in a struggle with our University - Eastern Michigan University - for well over a year to restore our Huron name and symbol. President William Shelton and the Regents who voted, stole our name and symbol on Jan 30, 1991. The documentation we have clearly indicates over 90% of all constituencies favored keeping our name and symbol.

Our two Huron Chiefs; Chief Leaford Bearskin of Oklahoma, and Grand Chief Max Gros-Louis of Quebec are unyielding in their support of restoring their proud and dignified name and symbol to our school.

We have taken the liberty to enclose some materials for your information and perusal which may be beneficial in your struggle to withstand any pressure you may feel.

Please take note of the letter and article from Chief Floyd Leonard of the Miami Tribe of Oklahoma. Their working agreement with the Miami University, Ohio, "Redskins", is the model we seek. We are sure Chief Leonard would not like to lose this association with Miami U. for his people. Yet, they are vulnerable if something happens to your "Redskins".

HURON LEADERS:

Leaford Bearskin
Chief
Wyandotte Tribe
of Oklahoma
(918) 678-2297
Max Gros-Louis
Grand Chief
Huron-Wendat
Quebec, Canada
(418) 843-3767

HURON HISTORIANS:

C. A. Busch
Helen Tanner

HONORARY MEMBERS:

All Loyal Hurons

In the State of Michigan alone there are 60 high schools with Indian names. Eight have the nickname "Redskins".

With your permission, we suggest a personal contact with Chief Leonard to gain the support of the Miami Indians, if this becomes a legal issue with the courts, for you. If you, or members of your staff

From Chief Bearskin, regarding restoration of the Huron at EMU:
"not a matter of IF, but WHEN"

000109

Dear Mr. Cooke

-2-

September 15, 1992

deem this necessary, we suggest using Mr. C.A. Buser, who lives in Frederick, Maryland as your contact person. He is a noted Indian Historian and a personal friend of Chief Leonard, as noted by the enclosed letters. His phone number is 301-695-8668. Whomever, from your staff, may contact him, please feel free to use my name and indicate we have contacted you.

We have observed that members of the American Indian Movement (AIM) target teams of prominence and are in the T.V. limelight when they seek to force the dropping of Indian names and symbols. The two best examples of this are the "Braves" in the World Series and your team, the "Redskins", in the Super Bowl.

We wrote to Mr. Stan Kasten, President of the Braves, last fall, after the World Series, with some of this same information. We were elated when they remained the "Braves".

We can remember sneaking into old U. of D. Stadium, in Detroit, to watch the Washington "Redskins", with Slugging Sammy Baugh, play the Detroit Lions in about 1939 - 40. At that time I was 12 years old. Point being, the Washington "Redskins", are a team of great history and tradition - an institution in itself - that should not be changed.

As George McEvoy, columnist for the Palm Beach Post wrote last spring, in one of his columns - "Stereotypical thinking is stupid".

We trust this letter will be of some benefit to you and your great organization. If we can be of any assistance to you and your staff please contact us.

Thanks for your indulgence. Take care.

Most Sincerely,

James R. Martin

E.M.U. Huron Restoration, Inc.
James R. Martin, '50, '57, '67 Chairperson
6254 Yale
Westland, Mi 48185
313-721-4498
517-539-1349

000110



American Indian Heritage Foundation

Princess Pale Moon
President/Chairman of the Board
Cherokee/Ojibwa
Will Rose, L.H.D.
Chief Executive Officer

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Kowa
Robert "Bob" Valdez
Pueblo of Laguna

September 21, 1992

Mr. Douglas B. Comer
Acting Commissioner
United States Patent and Trademark Office
Arlington, VA

Dear Mr. Comer:

While talking with several of your associates the other day about the American Indian/Washington Redskins brouhaha, it was suggested that we write to you and give you our perspective on this issue.

We just received a mailing from the Morningstar Foundation which represents itself as speaking for "most Indians". On the contrary, we have found that "most Indians" do not appreciate any individual or group that attempts to speak for them.

The American Indian community is very diverse and very individualistic and a warning flag goes up immediately when an group presents itself as representing even the majority Indian viewpoint.

The American Indian Heritage Foundation is the largest privately supported Indian group in the United States serving all of the tribes, both Federally and non-Federally recognized, with millions of dollars of goods and services each year. We carefully avoid the temptation to speak for all Indian people however. To do so would be presumptuous and ultimately divisive.

On the other hand, it is certainly appropriate for any group to set forth their perspectives and opinions in a forthright manner and we respect the efforts of the Morningstar Foundation and its President, Suzan Harjo, and her friends in doing so. What is not appropriate, however, is to give the impression they are speaking for "most American Indians" in the process.

6051 Arlington Boulevard Falls Church, Virginia 22044-2788
202-INDIANS • (703) 237-7500
FAX# (703) 532-1921

000078

Mr. Douglas B. Comer

Page 2.

We have taken our own informal survey on the subject of the use of Indian names for sports' teams and have found not only that Indians in general are not offended, but rather they are pleased that the image of the American Indian is so highly regarded that it would be chosen to represent the competitive spirit and excellence to which any sport's team aspires. Our Foundation attempts to insinuate a positive Indian presence into every strata of society where it can make a constructive contribution and has no problem at all with the Indian image being related to competitive excellence as long as it is not distorted in the process.

It is the abuse of the Indian image and the resultant demeaning of the culture which has on occasion intentionally or unintentionally accompanied the use of Indian symbols that has caused such groups as the Morningstar Foundation to be upset. They certainly have some justification for their concern, but rather than throwing the proverbial baby out with the bath water, we feel it is much wiser and much more constructive to help encourage groups utilizing the Indian theme to make the appropriate changes that can correct and improve the situation.

To simply arbitrarily pick a word such as Redskins and attempt to attribute a negative connotation in the current usage simply because in the past it was often a derisive term, we feel is not logical nor reasonable. Words continue to evolve through the years and no one who is at all objective about the matter could think that the Washington Redskins Football Team is in any sense using the term in a derisive manner. Quite the contrary, because of the excellence of the team through the years, it has become a term of honor and distinction.

A small group of Indian students with the same defeatist mentality as the Morningstar Foundation was finally successful in getting Stanford University to change the name of its team from Stanford Indians to Stanford Cardinals. They were strongly advised against this because it was felt by the alumni and most of the student body that they should have used the issue to help introduce an American Indian study program at Stanford, perhaps an American Indian professor or two, and certainly a greatly expanded Indian scholarship program could have been negotiated. Instead, they lost not only their negotiating position, but any positive benefits that a strong and accurate Indian image and the benefits inherent in that image could have brought to that major university. In our opinion, they won the battle but certainly lost the war.

Rather than constantly retreating from controversy and intentional or unintentional distortions, we feel it is vitally important for the American Indian to challenge any group utilizing the American Indian cultural symbols and image, to do so in the most positive way possible. This means seeking counsel from a variety of perspectives and not simply from a group that is attempting to eradicate all Indian presence from Americans society that they feel in some way offends them.

000079

Mr. Douglas B. Comer
Page 3.

Although this type of issue is normally outside the purview of the activities of the American Indian Heritage Foundation, we felt that no group representing itself to speak for "most Indians" should by default be permitted to convey the inaccuracy without being challenged. We object to any authoritarian imposition of a perspective that is represented as being the only correct one.

Meanwhile, we wish you well as you consider these important matters.

With Best Regards,

A handwritten signature in cursive script that reads "Dr. Wil Rose".

Dr. Wil Rose
Chief Executive Officer

000080



American Indian Heritage Foundation

Princess Pale Moon
President, American Indian Heritage Foundation
Wil Rose, Ltd.
Chief Executive Officer

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Robert "Swift Arrow" Rose
Sammy Tenahel White
Robert "Bob" Valdez

September 21, 1992

Mr. John Cooke, Jr.
Box 17247
Washington, DC 20041

Dear Mr. Cooke:

It was a pleasure chatting with you today (September 17) about our letter to Mr. Douglas Comer, Acting Trademark Commissioner. As you can see, we are attempting to present the alternate perspective which the media unfortunately does not give equal time.

I trust our input may have some positive impact on the issues that are being enjoined by the Morningstar Foundation. We will certainly do our best to see that these issues are fairly treated and that the current "politically correct" position is not steamrolled over ultimate logic and reason.

If you want to keep a highly visible and very positive Indian identification with the "American Indian," see if you can schedule another appearance by Princess Pale Moon, especially during November. November has been declared National American Indian Heritage Month and this could be a way of honoring the American Indian during that special season. You may also be interested to know that 1992 was declared by Congress unanimously as the Year of the American Indian. Also, 1993 has been declared by the United Nations as the Year of the Indigenous People.

Perhaps we could get together in the next week or so and explore possibilities of cooperation to our mutual advantage. I'll give you a call in a few days to see if we can mesh our schedules.

With Best Regards

Dr. Wil Rose
Chief Executive Officer

6051 Arlington Boulevard Falls Church, Virginia 22044-2784
202-INDIANS • (703) 237-7500
FAX# (703) 532-1921

S_0006282



American Indian Heritage Foundation

Princess Pale Moon
President/Chairman of the Board
Cherokee/Ojibwa
Will Rose, L.H.D.
Chief Executive Officer

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September 21, 1992

Mr. Douglas B. Comer
Acting Commissioner
United States Patent and Trademark Office
Arlington, VA

Dear Mr. Comer:

While talking with several of your associates the other day about the American Indian/Washington Redskins brouhaha, it was suggested that we write to you and give you our perspective on this issue.

We just received a mailing from the Morningstar Foundation which represents itself as speaking for "most Indians". On the contrary, we have found that "most Indians" do not appreciate any individual or group that attempts to speak for them.

The American Indian community is very diverse and very individualistic and a warning flag goes up immediately when any group presents itself as representing even the majority Indian viewpoint.

The American Indian Heritage Foundation is the largest privately supported Indian group in the United States serving all of the tribes, both Federally and non-Federally recognized, with millions of dollars of goods and services each year. We carefully avoid the temptation to speak for all Indian people however. To do so would be presumptuous and ultimately divisive.

On the other hand, it is certainly appropriate for any group to set forth their perspectives and opinions in a forthright manner and we respect the efforts of the Morningstar Foundation and its President, Suzan Harjo, and her friends in doing so. What is not appropriate, however, is to give the impression they are speaking for "most American Indians" in the process.

6051 Arlington Boulevard Falls Church, Virginia 22044-2788
202-INDIANS • (703) 237-7500
FAX# (703) 532-1921

S_0006283

BLA-TTAB-06487

Mr. Douglas B. Comer
Page 2.

We have taken our own informal survey on the subject of the use of Indian names for sports teams and have found not only that Indians in general are not offended, but rather they are pleased that the image of the American Indian is so highly regarded that it would be chosen to represent the competitive spirit and excellence to which any sport's team aspires. Our Foundation attempts to insinuate a positive Indian presence into every strata of society where it can make a constructive contribution and has no problem at all with the Indian image being related to competitive excellence as long as it is not distorted in the process.

It is the abuse of the Indian image and the resultant demeaning of the culture which has on occasion intentionally or unintentionally accompanied the use of Indian symbols that has caused such groups as the Morningstar Foundation to be upset. They certainly have some justification for their concern, but rather than throwing the proverbial baby out with the bath water, we feel it is much wiser and much more constructive to help encourage groups utilizing the Indian theme to make the appropriate changes that can correct and improve the situation.

To simply arbitrarily pick a word such as Redskins and attempt to attribute a negative connotation in the current usage simply because in the past it was often a derisive term, we feel is not logical nor reasonable. Words continue to evolve through the years and no one who is at all objective about the matter could think that the Washington Redskins Football Team is in any sense using the term in a derisive manner. Quite the contrary, because of the excellence of the team through the years, it has become a term of honor and distinction.

A small group of Indian students with the same defeatist mentality as the Morningstar Foundation was finally successful in getting Stanford University to change the name of its team from Stanford Indians to Stanford Cardinals. They were strongly advised against this because it was felt by the alumni and most of the student body that they should have used the issue to help introduce an American Indian study program at Stanford, perhaps an American Indian professor or two, and certainly a greatly expanded Indian scholarship program could have been negotiated. Instead, they lost not only their negotiating position, but any positive benefits that a strong and accurate Indian image and the benefits inherent in that image could have brought to that major university. In our opinion, they won the battle but certainly lost the war.

Rather than constantly retreating from controversy and intentional or unintentional distortions, we feel it is vitally important for the American Indian to challenge any group utilizing the American Indian cultural symbols and image, to do so in the most positive way possible. This means seeking counsel from a variety of perspectives and not simply from a group that is attempting to eradicate all Indian presence from Americans society that they feel in some way offends them.

S_0006284

Mr. Douglas B. Comer
Page 3.

Although this type of issue is normally outside the purview of the activities of the American Indian Heritage Foundation, we felt that no group representing itself to speak for "most Indians" should by default be permitted to convey that inaccuracy without being challenged. We object to any authoritarian imposition of a perspective that is represented as being the only correct one.

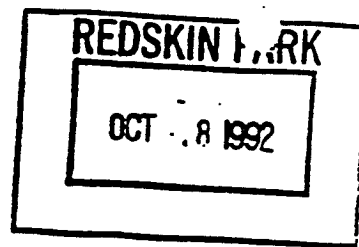
Meanwhile, we wish you well as you consider these important matters.

With Best Regards,


Dr. Wil Rose
Chief Executive Officer

S_0006285

Mr. Jack Kent Cooke
P.O. Box 17247
Wash. D.C. 20041



10/11/92

Dear Mr. Cooke:

With the Atlanta Braves again in the baseball playoffs, it seems likely that the Indian activists will again be pressuring the Redskins to change their name. As a longtime skins fan and someone who thinks "political correctness" has reached assinine proportions, I'd like to offer a possible solution - ~~ask a tribe to adopt the Redskins~~! There could be some nice benefits for both sides. For instance, an exhibit area could be set up at the stadium (wherever that may be) that would tell of the tribe's history and who they are and what they do today. Depending on the arrangement with NFL Properties, perhaps there could be some jobs for tribe members making authentic Indian Blankets or headaddresses. Perhaps there could even be an authentic Indian mascot who could teach the fans an authentic war chant or war dance and how to apply war paint.

If such a liaison can be achieved, it should defuse the complaints of the Indian activists. By making a tribe part of the Redskins' success, you would be proving the

000107

point that the use of ~~the word "Indian"~~ is not
~~being getting~~. In fact, it is the opposite. It
 acknowledges an admiration of the Indian
 spirit for putting up a good fight
 even though they were overwhelmed by
 numbers and firepower.

I think the Indian activists are truly
 off base in their position. I grew up
 playing cowboys and Indians and I was
 the Indian as often as the cowboy. I
 made teepees and heaves and arrows and
 rock tomahawks, painted my face and
 wore feathers in a headband. After all
 imitation is the sincerest form of flattery.
 This is the land of the cowboys and Indians.
 I think we will have lost something
 totally irreplaceable if it becomes just the
 land of the cowboy which is where the Indian
 activists seem to be taking us. ~~By finding~~
~~a tactic to adopt the Redskins and in turn to~~
~~be adopted by the Redskins, you just might~~
~~take a step toward convincing some Indians~~
~~that they can be proud of their heritage~~
~~even though they lost.~~ There is a difference
 in losing and being a loser.

Occidentally, If the idea appeals to you,
 from a tactical standpoint I think you
 should feed it to a sportswriter to
 propose the idea so you can endorse it and
 invite any tribe that might be interested to
 contact the Redskins.

000108

Bob Burns Bob BURN
 2200 N. Early St 2200 N EARLY
 Alex Va. 22302
 (703) 931-6117

October 5, 1992

Mr. David Webster
C/O Jack Kent Cooke, Inc.
Kent Farms
Middleburg, VA 22117

JKC INC.

OCT 09 1992

Dear Mr. Webster:

As requested, I am enclosing a sampling of the correspondence dealing with the "Huron" controversy at Eastern Michigan University.

Once past the sometimes foolish and/or insulting rhetoric, it comes down to a consideration of what is and what is not offensive to members of our Native American population.

The official line of the University is that it is acceptable to name lakes, rivers, states, cities and even automobiles for an Indian or a group of Indians but it is denigrating to name athletic teams or to choose an Indian as a symbol of an institution of higher learning. In other words, Jim Thorpe should have been ashamed of himself for playing on a team called the Carlisle Indians.

The Hurons and the Wyandots see it differently. What they see in the EMU action is a statement that a Huron is not good enough to represent a University but a bird fits just fine.

To me, it seems a case of the authorities at EMU caving in when faced with a bogus chief and a handful of easily manipulated Indian students.

As you will note in a couple of the letters, I really lost my cool on two occasions. Even now, months later, I believe I was justified.

The first time came when I learned the Bureau of Indian Affairs, true to form, really messed up. They gave an entirely misleading answer to a question raised by the EMU administration. It went downhill fast from that time on.

The second time came when I was advised that a member of the EMU Board of Regents had made some disparaging remarks about Wyandot Chief Bearskin. Then, on at least one occasion the same Regent reportedly likened the "Huron" backers to Nazis and to David Duke and other scurrilous types. I do not know where that Regent was when it came time to battle the forces of Hitler, Mussolini and Tojo but I know where Chief Bearskin was and I know where I was. If the combined military records of the entire Board of Regents can match the record of Chief Bearskin, I would be much surprised.

I also wish to go on record as saying in all the years I have known Chief Bearskin I have never heard him utter a racist remark and no one has ever heard me utter one either.

The thing that really baffles me is that so many people seem honestly to believe that someone naming a team or a school or whatever would go out of his way to

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BLA-TTAB-06492

select an insulting or unflattering name. It just makes no sense. The Irish seem to understand. Have you ever heard an Irishman complain about the University of Notre Dame calling themselves the "Fighting Irish" ? Have you heard an Irishman object to the fact those round ballers in Boston like to call themselves "Celtics"? I surely hope not. One thing we do not need is a bunch of sons of Erin taking to the streets armed with shillelaghs.

Maybe I would not have signed on immediately when Mr. Marshall decided to name his team the "Redskins" but never would I have thought he did so in order to insult American Indians. We all know he was trading on the legendary courage and warrior spirit of our Native Americans. And when Mrs. Marshall wrote "Hail to the Redskins", it was in the same spirit.

It should be noted that "Redskins" does have a better ring to it than the "Whiteys". Somehow I question whether either would make it in the NBA.

Perhaps I should add a word of caution. You should not expect ever to live long enough to see complete Indian unity. For every Indian leader you rally to your cause, the other side can match you. The Indian has pursued a spirit of independence almost to the point of racial suicide. Had the Indian nations been able to achieve any sort of united front, they might very well have been able to drive a harder bargain with their conquerors. Instead, they chose to fight amongst themselves. The Huron-Wyandot people were nearly wiped out in the middle of the 17th century by their Iroquoian cousins. Indians fought on both sides during the French and Indian War, the Revolutionary War, the War of 1812 and the Civil War.

I bow to no man in my sympathy for and admiration of the American Indian but it is necessary to understand where the Indian is coming from. After spending about sixty of my seventy years in the effort, I do believe I am at last getting the hang of it. Unfortunately, the folks in authority at EMU did not have the luxury of sixty years of study.

Sincerely yours,


C. A. Buser

Encl.

000106

CHUCK ROSENAK
P.O. Box 549
TESUQUE, NEW MEXICO 87574
(505) 982-3486
FAX (505) 983-1472

October 8, 1992

Charles Dayton
Washington Redskins
P.O. Box 17247
Dulles Airport
Washington, D.C. 20041

Dear Mr. Dayton:

Your dispute over the name "Redskins" has recently been reported in several newspapers.

Enclosed are some slides I took on our last trip to the Navajo Nation (we are presently writing a book on Navajo folk art). Thought your organization might be interested in the fact that a Navajo team, Red Mesa High School, on the reservation, calls itself the "Redskins."

If you are interested in the slides, please let me know. Otherwise, return them to me at the above address.

Sincerely,

Charles B. Rosenak

0002069

BLA-TTAB-06494

Redskin Support Committee
204 West Van Buren Avenue
Naperville, Illinois
60540

REDSKIN PARK

DEC 1 1992

Washington Redskins
Mr. Jack Kent Cook
P.O. Box 17247
Dulles International Airport
Washington, D.C. 20041

November 16, 1992

Dear Mr. Cook:

On behalf of the Redskin Support Committee of Naperville, Illinois we are writing this letter in hopes to bring some help in your battle with the Patent Office regarding the word REDSKINS.

Nothing
in file →

Over the summer our High School was attacked by a Mr. James Yellowbank of the Chicago based Indian Treaty Rights Committee. As you are a very busy man you may not remember our contact with you earlier this year. The REDSKIN Support Committee had a very busy summer trying to keep our High School name as we had cherished it for 54 years. But our school board listened to only a small voice instead of to the people that put them in office. We continue to fight this issue even though the Board has abolished the use of this name. It's not by coincidence that Mr. Yellowbank chose to pick on Naperville after he lost his battle at the University of Illinois. He needed a test case. He had a meeting shortly after the decision by our school board in Chicago with other Indian Activists, and then they attacked you again. We feel confident you will have more ammunition and lawyers to aid you but your outcome may well affect thousands of schools, clubs and organizations across this country who all use Indian symbols and names. During a recent Native American Cultural program in our school district, one Native American cheered the decision of our school board and announced that his groups intention was to go back to the University of Illinois to fight, hit every school along the way and then to return to the Washington Redskins.

PLEASE check on the credentials of these people to whom you speak as we found Mr. Yellowbank is not registered in Washington D.C. and neither is his organization. Any spokesperson for the Native Americans must have a certificate of degree of Indian Blood (CDIB) identification card. Or be registered with their particular tribe as a spokesperson. They must be registered with the Bureau of Indian Affairs(BIA) in Washington. Even though they speak of words that they feel are offensive to them that is NOT necessarily the feeling of the majority of the Indian Nations.

We were also warned by the BIA that one of these groups is The American Indian Movement(AIM) and that we should beware of life and limb in dealing with

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them. Check on occupation of Wounded Knee, Alcatraz, and the take over of the Bureau of Indian Affairs. This was the AIM organization.

Enclosed please find copies of our correspondence with some Indian Tribes that do not feel the word REDSKIN to be offensive. And if the word REDSKINS was the MOST disparaging term to the Indian, (as it read in the paper) why would they call themselves by this same word? One of these schools you will find is located on a Navajo Reservation in Red Mesa, Arizona. They call themselves the Red Mesa REDSKINS and even have a street named REDSKIN. We have spoken with Chief Jonathon Taylor who is a Council Chief with the Eastern Band of Cherokees, Cherokee-North Carolina. He approved the use of the name REDSKINS, Braves, Chiefs, etc. He also is a great sport fan and asked for one of our REDSKIN hats for his collection, which we sent. You will find his comments written in the enclosed copy of a congressional hearing, sent to us by the BIA.

Do not accept the words of these Indian activists only because they are of Indian blood. You will find in your research that these are the people causing the most hardship for their own people. Just because I have German blood does not give me the right to speak for all the Germans in this country does it? Be prepared to hear that they claim to be backed by the United Council of Churches, although most individual churches and members do not take this stand. They also have the backing of any minority group that claims to have been oppressed. Such as, the NOW Feminist Group, yet most women do not take this stand, only the VOCAL minorities. We have found AT&T (in Naperville) which mandates a sensitivity awareness program at their plant initiated Mr. Yellowbanks actions through employees with AT&T. At least one Board member also works at AT&T.

This issue is obviously an Indian decision not ours. Until the Indians can decide among themselves, (maybe a democratic vote) why should we have to deal with this at all?

We wish you success in your endeavors and offer any assistance that we can give you. Please know that you are not alone. There are 11 schools in the state of Illinois alone with the REDSKIN name and we DO care what happens to you.

We are at present in litigation with our school board over this matter and trying to get our name restored. If you have any information that could be of help to us we would greatly appreciate your assistance.

Sincerely,

Dolle Nichols
Jo Walter
Redskin Support Committee

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"It is our counsel that the name Redskins is a revered and honored name in the eyes and hearts of the people of Miami University, and that it signifies to them as to us the qualities of courage, self-discipline, respect, kindness, honesty and love exemplified by generations of young athletes. We, the Miami Redskins of Indian blood, and our namesake, the Miami University Redskins, have a mutual and cherished heritage. May it be blessed...as long as the winds shall blow."

Council of Chiefs of the Miami Tribes, 1972



Barrett Wells, who portrayed Chief Miami, 1970-82.

tribal office, for example, there are classes in beadwork, weaving, and other traditional Indian arts. People of all ages are involved in such classes, according to Chief Leonard. "Today," he says, "I have no doubt that the tribe and culture will continue."

To ensure survival of several Indian tribes, an organization was set up to keep Indian culture alive. The Intertribal Council of Northeastern Oklahoma is made up of representatives from eight tribes in the area, including the Miamis. Meeting monthly for the past 20 years, the council was instrumental in building the Indian Culture Center, a small museum which is currently used for distributing food to needy Indians. The council is also concerned with health care for the tribes, as well as community and industrial development programs.

In addition, the Miamis hold an annual meeting every September. After a dinner of buffalo meat and other traditional Indian dishes, such as fry bread, grape dumplings, hominy, and wild onions, the business begins.

"We discuss many factors that have affected the tribe during the past year," says Chief Leonard. "Generally, some of the older members of the tribe speak of what has affected senior citizens, and the younger tribal members talk about issues affecting Miami youth. Anyone is allowed to have his say."

Joseph Leonard has returned to Oklahoma for several annual meetings, taking in as much information as he can to pass on to his children. With so few Miami Indians in Oklahoma and Missouri, and an unknown number of Miamis in the Great Lakes who are not recognized by the U.S. government, great diligence is required if the Leonard's optimism is to be realized.

An old Indian prayer says, "May the great spirit be in your heart as he has in the past, is now, and will be forever on the long trail ahead." Joseph Leonard hopes, too, that the spirit and heritage of the Miami Indians will live on through his children, as they wind their way through life.

Jim Feuer is staff writer in the University news bureau.

MIAMI

000058



THE TULALIP TRIBES

Directors:

L. Jones, Sr., Chairman
L. Fryberg, Vice Chairman
Taylor, Treasurer
Zaduse, Secretary
Simpson, Board Member
L. Williams, Sr., Board Member
L. Williams, Jr., Board Member
H. Haich, Executive Director

6700 TOTEM BEACH ROAD
MARYSVILLE, WA 98270
853-4585
FAX 853-0255

The Tulalip Tribes are the successors
in interest to the Snohomish,
Snoqualmie and Skykomish tribes
and other tribes and bands signatory to
the Treaty of Point Elliott.

August 31, 1992

The Redskin Support Committee
204 W. Van Buren Avenue
Naperville, Illinois 60540

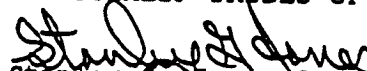
To Whom This May Concern:

In response to your letter dated August 12, 1992, I would like to let you know that the Tulalip Tribes of Washington, do not object to the name of the Red Skins being used as team representation.

I believe that a sports team takes lengthy time in choosing the best name for their team in which they will be proud to be a part of.

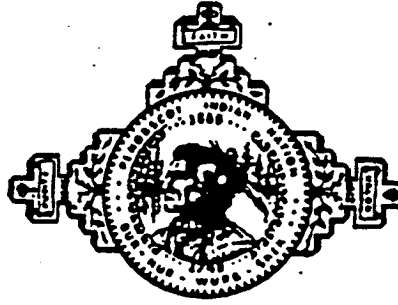
Therefore, I have no objection to the use of the name "Red Skins", as long as it is not misused in a negative way.

Sincerely,
THE TULALIP TRIBES OF WASHINGTON


Stanley G. Jones Sr., Chairman
TULALIP, BOARD OF DIRECTORS

000059

the Governor and Council
James G. Sappier
Governor
Jerry Pardilla
Lt. Governor
Priscilla Attean
Representative



Community Building
Indian Island
Old Town, Maine 04468
(207) 827-7776
FAX (207) 827-8042

8/31/92

The Redskin Support Committee
204 W. Van Buren Avenue
Naperville, Illinois 60540

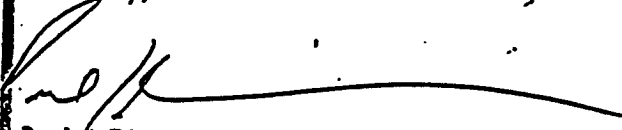
Dear Committee Member:

I am writing on behalf of the Penobscot Indian Nation's Tribal Governor, regarding your letter of August 12, 1992, which solicited our support in reversing a school board decision to delete the term "Redskin" from the school name.

Unfortunately, we believe that it would be inappropriate for us to suggest which names or terms should be considered as racist or pejorative by your community. Also, the connotation of any word or phrase can vary between regions, and what is acceptable to us might not be acceptable to the Native Americans in Naperville, Illinois.

I suggest that you more completely survey those Native Americans in your area and use that result as the basis for any argument that you might have with the school board. I do agree that a decision to change a school name should not be based solely on a petition from the American Indian Movement but should also consider the sensibilities of all of the people in the school district.

Sincerely,


Paul J. Bisulca

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Phone Call-----7/20/92--to The Redskin Support Committee

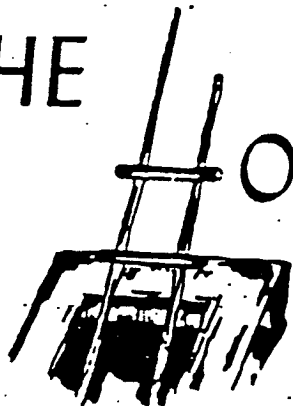
From: The Coeur d'Alene Tribe of Idaho

Chairman-Ernie Steansga states "REDSKINS has been viewed to some as derogatory thru watching old cowboy/Indian movies. However, nicknames are much less of a problem than real issues such as health care, education, etc."

Chairman Steansga has stated he defers to the wisdom of the Council of the Tribes of Miami.

000061

THE OPI TRIBE



Vernon Masayesva
CHAIRMAN

Patrick C. Dallas
VICE-CHAIRMAN

July 16, 1992

Ms. Jo Walter
204 W. Van Buren Avenue
Naperville, Illinois 60540

Dear Ms. Walter,

We cannot speak for all indigenous Americans, but most people here feel no animosity to your school name.
We wish you the best.

Sincerely,

Catherine Elston
Catherine Elston, Editor
Office of Public Relations

000062

THE EASTERN BAND OF CHEROKEE INDIANS

Qualla Boundary - P.O. Box 455, Cherokee, N.C. 28719

Telephone: (704) 497-2771 497-4771



JONATHAN L. TAYLOR, Principal Chief

GERARD PARKER, Vice-Chief

ARNOLD WACHACHA, Executive Advisor

July 16, 1992

Ms. Jo Walter
204 W. Van Buren Avenue
Naperville, IL 60540

Dear Ms. Walter:

Thank you for your letter of July, 10 concerning the use of the name "Redskins" for your local school team. We consider this a great honor for all Native Americans. I am aware that negative publicity concerning this issue has been in heated discussions across the Nation lately. However, this generated only from certain groups. You may be interested in watching Oprah which airs August 12th on which I was a guest and gave my opinion on this very same topic. I am also a sports fan and hat collector and would be more than proud to display a hat representing the Naperville Redskins if you have one available.

The Eastern Band of Cherokee Indians wish Naperville Central High School a successful season.

Sincerely,

Jonathan L. Taylor

Jonathan L. Taylor
Principal Chief

000063

TRIBAL COUNCIL MEMBERS

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Salt River

PIMA-MARICOPA INDIAN COMMUNITY

ROUTE 1, BOX 216 / SCOTTSDALE, ARIZONA 85256-9722 / PHONE (602) 941-7277

July 14, 1992

Ms Jo Walter
204 West Van Buren Avenue
Naperville, Illinois 60540

Dear Ms Walter:

Reference your letter of July 10, 1992 regarding the use of the name "Naperville Redskins."

This Indian Community has no objection to your continued use of the name "Redskins" as long as it signifies the honor and respect that it deserves. We are confident that students and faculty of your school will be sensitive to the cultural heritage of all Native American people as we move forward together for the good of all people. Thank you for asking our opinion.

Sincerely yours,

Merna L. Lewis

Merna L. Lewis
Vice President

MLL:sj

000064

Date: 10 July 92

To: Mr. Floyd Thompson
321 S. Sleight
Naperville, Illinois, 60540

From: Mike Mayer (Bonnie and Helen's son)

Dear Floyd:

My dad tells me you are championing the local debate to reinstate the name "REDSKINS" to Naperville Central. My hat goes off to you! Too many of the alumni are far off in distant lands...like Arizona...and unable to defend our alma mater's name from the latest generation of misinformed "leaders". You have my complete support in your efforts.

To support the cause, I'd like to relate a local incident which captured newspaper headlines last fall. Arizona is the home of many Indian tribes. The Navajo, Yavapai, Pima, Apache among others. In terms of geographic land mass, the Indian reservations in Arizona account for approximately 50% of the state and a large segment of the state population.

When the incidents were taking place in Atlanta last fall a good many newspaper articles in the valley covered the debate. Protests over the events in Atlanta were shortlived here when local reservation schools with mascot names like the "braves", "scouts", "warriors" etc. were interviewed. The administration and athletic coaches at reservation schools are very proud of their mascot names and thought the debate was silly. The best quote was one I remember very well. This reservation high school coach, in response to what he thought about the going on's in Atlanta said so eloquently, "Oh I wouldn't worry too much about them, they are just city Indians anyway!"

I hope this quote is useful and aids you in convincing those who railroaded the change from REDSKINS to research the topic before reaching a knee jerk conclusion.

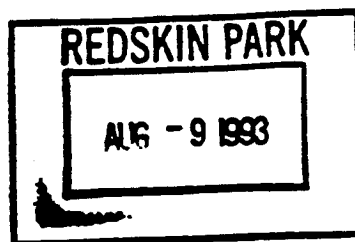
Good luck and bless you for protecting our heritage.

Regards,

Mike Mayer

Mike Mayer
9151 N. 82nd Street.
Scottsdale, Arizona 85258

000065



7/30/93
Cliff Rodgers
Rt. 1 Box 1750
Saluda, VA 23149

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int. Airport
Washington, DC 20041

Dear Jack Kent Cooke

I Think Ben Nighthorse Campbell
of the United States Senate from Colorado has
no right to force the Washington Redskins to
change its nickname.

When people are exposed to the
Sun's ultra violet rays their skins naturally
turn to a redish pigmented color; proving the
name like the Redskins is not a racist name.

I would like to meet with you and
Senator Ben Nighthorse Campbell and the president of
the American Indian Movement to help solve this
issue.

Sincerely:
Cliff Rodgers

S_0009289

susan giller
private investigator

MAY 12 1993

700 7th St., SW
Washington, DC 20024
(202) 484-3525
(202) 488-1043 [FAX#]

May 10, 1993

Dear Jack,

I was in Cody, Wyoming and visited the Plains Indian Museum at the Buffalo Bill Center. I thought you'd be interested to know that there is a section on Indians "Today" which proudly displays the use of Indian names in logos and commercial products today. Among the items displayed is a Redskins pennant. These are displayed as a matter of pride in what may be the best Indian museum in the country. The museum is run by a board of Indian elders and scholars. I thought you'd be interested to know this in light of the
- - - - - H. name. These all is. well.

0002073



MAIL TO BOX 17247, WASHINGTON, DC 20411. SHIPPING: 2100 REDSKIN PARK DR., ASHBURN, VIRGINIA 22011. PHONE 703-478-9447

August 3 1993

M Henson
4466 S Helena Way
Aurora CO 80015

Dear M Henson

My deep thanks for your letter to Senator Campbell which ought bring the dunderhead up short. You're quite right, Campbell and too many other "special interests" are tearing down our country.

One of the problems we face today is that the enemy are united in knowing what they want while decent chaps are divided and unsure.

But one of the things you can count on is that I ain't not ever going to change the name of the Redskins. It will be the name of the football club here long after the dunderhead is dead and buried.

Very best regards and thank you for your excellent letter.

Yours very truly

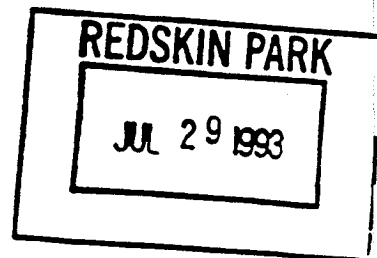
JKC/cat

cc Mr David Webster

S_0009294

SUPER BOWL XVII CHAMPIONS • SUPER BOWL XXII CHAMPIONS • SUPER BOWL XXVI CHAMPIONS

BLA-TTAB-06507



July 22, 1993

Senator Ben Nighthorse Campbell
United States Senate
380 Russell Senate Office Building
Washington, D.C. 20510

Dear Senator:

Being part Blackfoot Indian (Kentucky origin), I must write to tell you I am ashamed of you trying to make The Washington Redskins change the name to a non-Indian one. I personally think "The Washington Redskins" name is a compliment to the American Indian. Enclosed is a recent article from The Denver Post and states in part, "Equate Redskins to: ability, bravery, courage, daring, energy, daring," I totally concur with its contents. I also hope Mr. Jack Kent Cooke fights you all the way.

Why are you trying to make the Washington Redskins change their name? To make a name for yourself? You and the others with your self-serving "special interests" are tearing this country apart. These types of attitudes divide and decrease the morales and standards of this country. Little by little every shred of decency is being stripped away by attitudes like yours. This country is being divided more and more every day. Divide and conquer. It has happened.

All you so-called lawmakers on Capitol Hill better wake up and smell the coffee before its too late.

Sincerely,

A handwritten signature in cursive script, appearing to read "M. Henson".

M. Henson
4466 S. Helena Way
Aurora, CO 80015

Enclosure

cc: Mr. Jack Kent Cooke, Owner
The Washington Redskins

)
)w/Enclosure

S_0009295

□ □ □

The July 2 issue of The Denver Post said Ben Nighthorse Campbell is working on a bill to get the Washington Redskins to change their name.

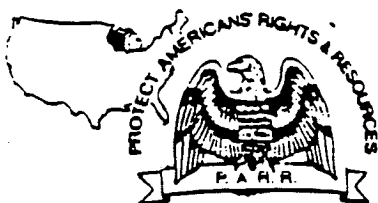
Equate redskins to: ability, bravery, courage, daring, energy, fearless, gladiators, hard, indefatigable, judicious, kind, lasting, moralistic, notable, observant, patient, quiet, redoubtable, sagacious, tenacious, undying, valorous, whole and zealous. Perhaps Senator Campbell should have as high regard for himself.

ROBERT CAMP
Littleton

07-11-93

S_0009296

BLA-TTAB-06509



PARR — dedicated to the goal of preserving our natural resources, protecting rights of all Americans equally

August 9, 1993

To: The media
Jack Kent Cooke
Whom It May Concern

The only American Indian in the U.S. Senate, Ben Nighthorse Campbell, has introduced a bill that would prohibit the Washington Redskins from building their new stadium unless the owner of the Redskins, Jack Kent Cooke, agrees to change the team's name. While even Indians refer to themselves as 'skins, Mr. Campbell is highly concerned with the Redskins owner's lack of "cultural sensitivity"!

With the introduction of this bill, Senator Campbell appears to be trampling on the First Amendment rights of the Washington Redskins, all in the name of political correctness.

When Senator Campbell is finished with this particular national crisis, perhaps he can find time to come up with some solid ideas for reducing the national debt.

When the original push to change Indian logos, etc., began at the high school level (especially in Wisconsin), Protect Americans' Rights & Resources (PARR) publicly predicted that the real agenda was to eventually go after the professional sports teams. It appears that PARR has been proved correct in our prediction.

Yours truly,

J.E. Schumach
Executive Director of Administration
Protect Americans' Rights & Resources

Endnote to Mr. Cooke: Feel free to use this letter in any way you see fit.

S_0006278



cc: Dave Webster

MAIL: PO BOX 17247, WASHINGTON, DC 20041. SHIPPING: 21300 REDSKIN PARK DR., ASHBURN, VIRGINIA 22011 PHONE 703-478-9400

September 2 1993

Mr James Kevin Campbell
997 Stratford Place
Bloomfield Hills Michigan 48304

Dear Mr Campbell

I enjoyed your letter so much that I toyed with the idea of asking permission to send a copy to Nightshirt. I think you'll enjoy the surveys and other comments which add substance to my determination to keep the Redskins name.

Above all, it's a pity that a United States Senator should waste his time as publicly as the man from Colorado.

Again, many thanks for your enjoyable letter. Kind regards

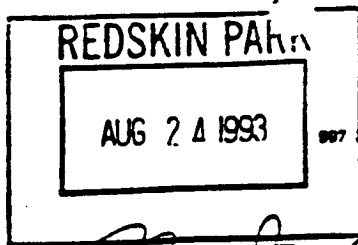
Yours very truly

JKC/cat
Enclosures Exhibits 1 through 5

S_0009264

SUPER BOWL XVII CHAMPIONS • SUPER BOWL XXII CHAMPIONS • SUPER BOWL XXVI CHAMPIONS

BLA-TTAB-06511



James Kevin Campbell 48304
997 STRATFORD PLACE • BLOOMFIELD HILLS, MICHIGAN 48304-7183

August 20 1993

Mr Jack Kent Cook

Washington Redskins -

My winter residence in Florida enabled me to become close friends with Name Lombardi and thus the reason for my letter.

Senator Nightshirt Campbell has been noisily demanding that Redskins name be dropped, probably after a "joint" prayer meeting with Patricia Schroeder. I'd like to know how in hell he got the name Campbell and to give it back! A bowlegged Indian in kilts does not resemble a Scot!

Perhaps if you let him ride his pony before a game, a la Florida State and the Seminoles, but no kilts! He might be more friendly.

Your club looks good, best wishes for a good season, very light injuries!

Sincerely
James K. Campbell

S_0009265

OCT 14 1993



Memo To: Mr Jack Kent Cooke

Date: October 13 1993

From: Charlie Dayton

Copies To: Mr John Kent Cooke

Subject: Rainbow Coalition Telephone Campaign

Mr Cooke

For your information, the results from the Rainbow Coalition telephone campaign of Friday, October 8 were as follows:

Total Letters Received:	65
Form Letters from	
Rainbow Coalition Office:	36
Others:	29

Of the 29 "other" letters received, 19 were the Rainbow Coalition form letter.

Attached is a proposed response for consideration.

Best regards

Charlie

CD/ph

Attachment

S_0006857

BLA-TTAB-06513

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was a bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history that every American should be ashamed of and the continued use of such a derogatory and offensive term is an abomination.

Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says that "the name Redskins carries the same negative connotation as some terms that blacks and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

Therefore, Mr. Cooke, despite your insistence to the contrary, there is no pride or honor associated with the name. The controversy is something that will not go away, will not disappear until the term "redskin" is banished from our vocabulary. You want to see a new stadium erected, but first you must erect a standard of racial justice and drop the name.

Sincerely,


Reverend Jesse L. Jackson

P.O. Box 27385 • Washington, D.C. 20005 • (202) 726-1180 Fax (202) 726-1192

S_0006858

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Ronald Blackburn Esq.

S_0006859

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Leroy Hagen

S_0006860

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Ernest Haywood

S_0006861

BLA-TTAB-06517

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Ralph Johnson

S_0006862

BLA-TTAB-06518

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

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Sincerely,

Cindi Robinson

S_0006863

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

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Sincerely,

Toni Tyler

S_0006864

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Calvin Owens

S_0006865

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Betty Anne Summing

S_0006866

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Michael Mare

S_0006867

BLA-TTAB-06523

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Calvin Drum

S_0006868

BLA-TTAB-06524

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Lawrence Jones

S_0006869

BLA-TTAB-06525

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Cheryl Hansen

S_0006870

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Charles B. Watkins, Jr.

S_0006871

BLA-TTAB-06527

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Bart Smith

S_0006872

BLA-TTAB-06528

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Nancy Simmons

S_0006873

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Paul Jobe

S_0006874

BLA-TTAB-06530

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Mariam Bahari

S_0006875

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

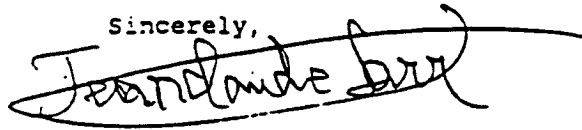
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Therefore, Mr. Cooke, despite your insistence to the contrary, there is no pride or honor associated with the name. The controversy is something that will not go away, will not disappear until the term "redskin" is banished from our vocabulary. You want to see a new stadium erected, but first you must erect a standard of racial justice and drop the name.

Sincerely,



S_0006876

BLA-TTAB-06532

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was a bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history that every American should be ashamed of and the continued use of such a derogatory and offensive term is an abomination.

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Sincerely,

Ousmane

S_0006877

BLA-TTAB-06533

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

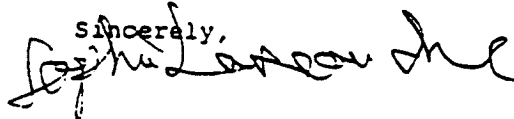
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Sincerely,



S_0006878

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Martin Dubois

S_0006879

BLA-TTAB-06535

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Amador Dialo

S_0006880

BLA-TTAB-06536

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Fergal Leclaire

S_0006881

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Maurice Dupardieu

S_0006882

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

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Sincerely,

Tom Halling

S_0006883

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

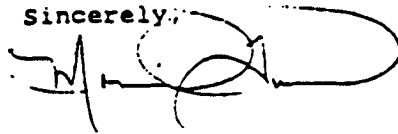
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Sincerely,



P.O. Box 27385 • Washington, D.C. 20005 • (202) 725-1180 Fax (202) 728-1192

S_0006884

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Charles S. Farrell

P.O. Box 27385 • Washington, D.C. 20005 • (202) 728-1180 Fax (202) 726-1192

S_0006885

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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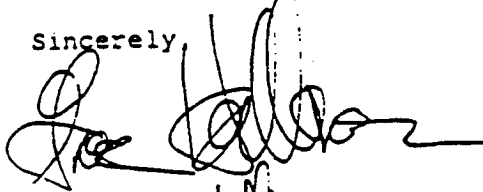
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Sincerely,



GRB Halway

P.O. Box 27385 • Washington, DC 20005 • 202-728-1150 • Fax 202-728-1192

S_0006886

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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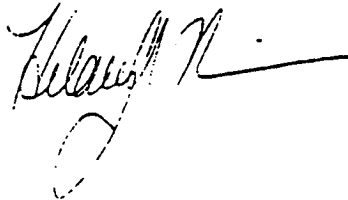
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Sincerely,



P.O. Box 27385 • Washington, D.C. 20005 • (202) 728-1180 Fax (202) 728-1192

S_0006887

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

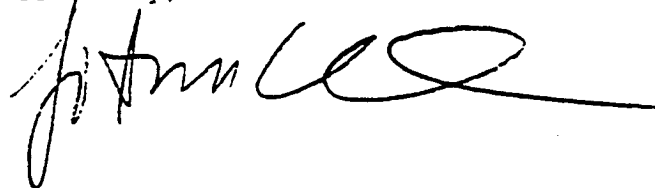
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Sincerely,



For more information, call (202) 728-1180 or Fax (202) 728-1180

S_0006888

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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Sincerely,

Anthony Ball-Guccarelli

P.O. Box 27385 • Washington, D.C. 20005 • (202) 728-1180 Fax (202) 728-1192

S_0006889

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

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The Washington Redskins must go!

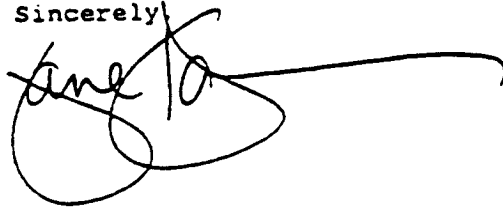
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Sincerely,



P.O. Box 27385 • Washington, DC 20005 • (202) 728-1180 Fax (202) 728-1192

S_0006890

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

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Sincerely,

Rev. Jesse L. Jackson

P.O. Box 27485 • Washington D.C. 20005 • (202) 728-1180 Fax (202) 728-1192

S_0006891

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 1724
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go:

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

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Sincerely,

Kimberly M. Whitehead

Being of direct Native American descent, I find the name especially offensive

P.O. Box 27385 • Washington, D.C. 20005 • 202-728-1150 Fax (202) 728-1192

S_0006892

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

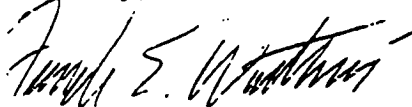
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Sincerely,



P.O. Box 1385 • Washington, D.C. 20005 • 202-728-1180 Fax 202-728-1192

S_0006893

National Rainbow Coalition, Inc.

Reverend Jesse L. Jackson
President and Founder

October 8, 1993

Jack Kent Cooke
Washington Football Team
P.O. Box 17247
Dulles International Airport
Washington, DC 20041

Dear Jack Kent Cooke:

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Sincerely,

Rebecca C. Murphy

P.O. Box 27385 • Washington, DC 20001 • (202) 728-1180 Fax (202) 728-1192

S_0006894

BLA-TTAB-06550

NATIONAL COALITION ON RACISM IN SPORTS & THE MEDIA

NATIONAL OFFICE
2300 CEDAR AVENUE SOUTH MINNEAPOLIS, MN 55404 • 612-724-3129 • FAX 612-721-3936/331-1747
SOUTHWEST REGIONAL OFFICE
Rt 19, Box 112 DM, SANTA FE, NM 87501 • 505-698-0569 •
OKLAHOMA OFFICE
918-322-5623

October 8, 1993

Dear Jack Kent Cooke:

Change the Name!

Little Black Sambo has become a relic of America's racism, as has Little Red at the University of Oklahoma and the Indian mascots at Dartmouth, Stanford and other university programs also become a thing of the past. It is past time that we rid ourselves of Chief Illiniwek at the University of Illinois and similar university, high school, and professional athletic program names. It is definitely time for professional football, hockey and America's favorite pastime, baseball, to cleanse themselves of racism. Can not these professional organizations which gain so much benefit from America lead the way to greater social justice instead of profiting from injustice? There is a vast difference between racial stereotyping and role modeling.

The National Board of the National Coalition On Racism in Sports and Media, a coalition of civil rights groups across this nation has been working to raise awareness about how demeaning and degrading especially the term Redskins is to many Native Americans. Our struggle is not determined on which team wins a pennant, or for that matter who should play in a world series.

"Indian" as sports symbols contribute to the promulgation, perpetuation and commercialization of stereotyping American Indians by creating a monolithic impression of American Indian history and culture, locking American Indians into America's racist past through a racist vision. These symbols hide the vast cultural differences amongst American Indians callously abusing spiritually significant articles and practices of many American Indian religious traditions. The affront is based both on race and religion. Your use of the term Redskin, which is clearly a racist term, puts Indian people even more at risk for more blatant racism carried out by fans.

The National Indian Education Association (NIEA) unanimously passed a resolution in 1991, asking Educational Institutions to drop Indian Names and likenesses, because it creates an environment of misunderstanding, which is the basis of racism.

The National Congress of American Indians, the largest organization of duly elected Tribal governments passed a resolution encouraging Sports Teams to drop Indian names and identities. In addition, Missouri and Minnesota State Legislators are drafting legislation that will cut off funds to public institutions abusing American Indians through images or names. The School Board for St. Paul Minnesota has recently taken action to remove all American Indian likenesses from school athletic team. The Attorney General of Wisconsin has rendered an opinion for the state of Wisconsin, finding that it violates the anti-discrimination laws of Wisconsin to use American Indian likenesses in public facilities.

It is past time that Washington's NFL team. change the name.

Charlene Teter
Don Messec
Southwest Regional Office NCRSM

Vernon Bellecourt
Michael Haney
National Office NCRSM

S_0006895

8 October 1993

Jack Kent Cooke
Washington Redskins

Dear Mr. Cooke,

"Redskins" is an offensive name -- for an individual or for a team. How about changing it?

It's true that the team itself hardly needs any more supporters -- its fans are among the most passionate anywhere. But an awful lot of people in addition to your fans would be pleased and impressed by your decency if you were to change the name.

And, goodness knows, you wouldn't lose any fans.

Very truly yours,



Killian Jordan
445 Broadway #2F
Hastings on Hudson, NY 10706

S_0006896

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7811 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

Owanah Anderson
305 E. 40th Street Apt 7Y
NYC 10016

Dear Jack Kent Cooke:

The Washington Redskins must go!

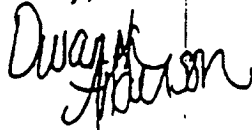
No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was a bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history that every American should be ashamed of and the continued use of such a derogatory and offensive term is an abomination.

Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says that "the name Redskins carries the same negative connotation as some terms that blacks and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

Therefore, Mr. Cooke, despite your insistence to the contrary, there is no pride or honor associated with the name. This controversy is something that will not go away, will not disappear until the term "redskin" is banished from our vocabulary. You want to see a new stadium erected, but first you must erect a standard of racial justice and drop the name.

Sincerely,



S_0006897



October 8, 1993

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

Dear Mr. Cooke:

Advisory Board

Dr. Owanah J. Anderson
(Choctaw)
Episcopal Native American
Ministries - NY

Ada Deer
(Menominee)
School of Social Work
UW-Madison - WI

Chairman Joe DeLaCruz
Ojibwa Nation - WA

Chairman Bill Frank, Jr.
(Nisqually)
Northwest Indian Fisheries
Commission - WA

Patricia Locke
Hunkpapa Lakota/Anishnabi
Mississippi Band - SD

President Ivan Makil
Salt River Pima Maricopa
Indian Community - AZ

Principal Chief
Elmer Manatowa
Sac and Fox Nation - OK

Purcell Powless
Ret. Chairman of
Onondaga Nation - WI

The Washington Redskins must go!

The professional football franchise is a source of pride for the city of Washington D.C., but the nickname "Redskins" is offensive to all Americans, particularly indigenous peoples.

The demeaning logo reinforces a negative stereotype that is unjust and unwarranted. The term "redskin" is a painful remnant of a period when there was a bounty on the heads of Indian people: eighty cents for a man's skin, sixty cents for a woman's skin, and twenty cents for a child's skin. Continued use of this ugly and demeaning term is an abomination.

Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says that "the name Redskins carries the same negative connotation as some terms that black and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

Despite your insistence to the contrary, there is no pride or honor associated with the name. This issue will not go away until the nickname and logo of your football team are changed. Before you erect a new stadium, erect a standard of racial justice and change the name.

Sincerely,

Sharon Metz
Sharon Metz
Executive Director

Honor Our Neighbors
Origins and Rights, Inc.

2647 North Stowick Ave
Milwaukee, WI 53211
414/363-1324
FAX 414/363-0127



S_0006898

Jack Kent Cooke -

I took a college course last summer which dealt with the history of Native Americans. It opened my eyes to the cruelty and dishonesty with which they have had to live.

I feel the term "redskins" is a racial stereotype. It is a term used to refer to Native Americans since the time of Columbus. Would you call your team "whiteskins", "blackskins" or "yellowskins"? If your answer to the above questions is no, then please rethink your use of the term "redskins".

This same issue occurred in Naperville with regard to the mascot used by Naperville Central High School. The name was changed to redhawks. The students voted to keep the term "redskins" but the pressure by the community on the School Board forced them to change the name.

Native Americans are the only race which is used for mascots. They don't want to be thought of as mascots, they want to be thought of as people. If we continue to use them as mascots, when will we take their issues seriously?

Since a certain race/group of people are offended by your choice of a mascot, is it really so difficult to change it?

Thank you for reading this message.

Karen Muler
AT&T
(708)979-7726

S_0006899

0199116801 1017 07:57 85. 80 170

VIA FAX

703 729-7611

729-7695

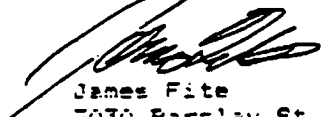
Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Duilles Int'l Airport

Dear Jack Kent Cooke,

I have never written a letter to a professional sports team before, but after hearing both side of the matter, I wish to object to the name "redskins". This is demeaning to Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

I will not be purchasing any more tickets or other items pertaining to this team as long as the name chosen is offensive and hurtful to a minority in our country.

Sincerely,



James Flite
5030 Barclay St
Baltimore, MD 21218

S_0006900

10/1/84 10:11 AM 10/1/84

2501 #2000

10/1/84 10:11 AM

BLA-TTAB-06556

10/8/93

Mr. Jack Kent Cooke

Please reconsider your request of the "Redskins" nickname for your football team. The name has been dropped from our local high school because "the racist connotation of the name itself is linked historically with the most negative attitudes of Europeans toward Native Americans."

E. Roberts

S_0006901



**HISPANIC COALITION
FOR EQUAL EDUCATIONAL OPPORTUNITY**
3324 FAB, 656 W. Kirby ~ Wayne State University ~ Detroit, Michigan 4820

8 October 1993

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles International Airport

Dear Mr. Cooke:

The Washington Redskins must go!

No, not the team but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, sixty cents for a woman's skin and twenty cents for a child's skin. It is a period in our history that every American should be ashamed of and the continued use of such a derogatory and offensive term is an abomination.

Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says that "the name Redskins carries the same negative connotation as some terms that blacks and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

Therefore, Mr. Cooke, despite your insistence to the contrary, there is no Pride or Honor associated with the name. This controversy is something that will not go away, will not disappear until the term "redskin" is banished from our vocabulary. You want to see a new stadium erected, but first you must erect a standard of racial justice and drop the name.

Sincerely,

Norma Barquet
Norma Barquet

NB:jrb

"El porvenir de esta nacion depende en la educacion de nuestros hijos"
"The future of this nation depends upon the education of our children"

S_0006902

10/8/93

To: Mr. Jack Kent Cooke

Please change the name of your team to something other than "redskins", which is offensive to all civilized people.

Thank you.

Pat Moon

S_0006903

Department of **COMMUNICATION**

The University of Michigan
2020 Frieze Bldg.
Ann Arbor, Michigan 48109-1285
(313) 764-0420; FAX (313) 764-3288

Journalism • Telecommunication Arts and Film • Mass Communication

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

Dear Jack Kent Cooke:

The Washington Redskins must go!

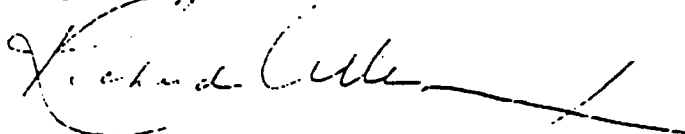
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Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says that "the name Redskins carries the same negative connotation as some terms that blacks and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

Therefore, Mr. Cooke, despite your insistence to the contrary, there is no pride or honor associated with the name. This controversy is something that will not go away, will not disappear until the term "redskin" is banished from our vocabulary. You want to see a new stadium erected, but first you must erect a standard of racial justice and drop the name.

Sincerely,



Howard P. Marsh Center for the Study of Journalistic Performance

S_0006904

Brenda Timmons
2708 Redyn Av *27
Baltimore, MD 21216

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

Dear Jack Kent Cooke:

The Washington Redskins must go!

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

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Sincerely,

Brenda R. Timmons

S_0006905

BLA-TTAB-06561



CITY OF GARY
THOMAS V. BARNES, Mayor

OFFICE OF THE MAYOR

401 BROADWAY
GARY, INDIANA 46402
(219) 881-1301
FAX: (219) 881-1387

October 8, 1993

Mr. Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles International Airport

Dear Mr. Jack Kent Cooke:

The Washington Redskins must go!

Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says that "the name Redskins carries the same negative connotation as some terms that blacks and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

I can think of no single person whose testimony would more forcibly suggest that the "Redskins" name be dropped.

Sincerely,

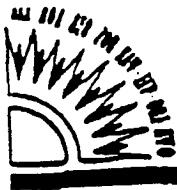
Thomas V. Barnes, Mayor
City of Gary

TVB/rs

PUBLIC OFFICE MEANS - PUBLIC SERVICE

S_0006906

BLA-TTAB-06562



National Pan-Hellenic Council, Inc.

Headquarters I.M.U. #30

Bloomington, IN 47405 • Ph. (812) 855-8820 • Fax (812) 855-5381

October 8, 1993

Daisy M. Wood
National President
7304 Monrovia Drive
Prospect, KY 40059
Ph: (502) 228-4441
Fax: (502) 452-0217

Mr. Jack Kent Cooke
Washington Redskins
P. O. Box 17247
Dulles International Airport
703-729-7611 (Personal Fax)
703-729-7605 (Main Fax)

Dear Mr. Cooke:

The Washington Redskins must go!

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was a bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history that every American should be ashamed of, and the continued use of such a derogatory and offensive term is an abomination.

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Sincerely,

Daisy M. Wood

DMW:ty

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

S_0006907



Women's International League for Peace and Freedom

United States Section

1213 Race Street, Philadelphia, PA 19107-1691
(215) 563-7110 • (215) 864-2022 (FAX)

October 8, 1993

FIRST INTERNATIONAL PRESIDENT
Jane Addams
Nobel Peace Prize 1931

FIRST INTERNATIONAL SECRETARY
Emily Greene Balch
Nobel Peace Prize 1946

NATIONAL PRESIDENT
Jean Gore

MANAGEMENT TEAM
Patricia Jones-Burney
Susan Jenkins
Carol V. Moore

VICE-PRESIDENTS
Susan Consensus
Ruth Greves
Jean Rosand-Pender
Peggy Brendovic

Legislative Office
710 "G" Street, SE
Washington, DC 20003
(202) 644-2211
(202) 544-0410 (FAX)

International Office
Centre International
1 Rue de Varembe
1211 Geneva 20
Switzerland
41-22-733-81-75
41-22-740-10-83 (FAX)

UNITED NATIONS
REPRESENTATIVE
Paula Tesse

SPONSORS
Dr. Maya Angelou
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Coretta Scott King
Yonnie King
Maggie Kuhn
Cecilia Lamm
Elizabeth McAleer
Kate Milton
Molly Near
Grace Paley
Luis Palau
John Rennie
Betty Resnick
Sandra Sarich
Siobhan
Gore Soren
Ethel Taylor
Ade Weiler
Joanna Williams

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport

Dear Jack Kent Cooke:

The Washington Redskins must go!

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was a bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history that every American should be ashamed of and the continued use of such a derogatory and offensive term is an abomination.

Ben Nighthorse Campbell, the only Native American in the U.S. Senate, says the "the name Redskins carries the same negative connotation as some terms that black and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

This controversy is something that will not go away. We strongly urge you, in the interest of racial justice, to change the name.

In Peace,

Jean Gore
U.S. Section President

S_0006908



Women's International League for Peace and Freedom
 710 G Street, SE, Washington, DC 20003
 (202) 544-2211 • (202) 544-0410 (FAX)

FIRST INTERNATIONAL PRESIDENT
 Jane Addams
 Nobel Peace Prize 1931

FIRST INTERNATIONAL SECRETARY
 Emily Green Balch
 Nobel Peace Prize 1946

NATIONAL PRESIDENT
 Mary Zepartick

EXECUTIVE DIRECTOR
 Jane Magley

VICE-PRESIDENTS
 Blanche Sandoz
 Judy Brown
 Mari Hasegawa
 Peggy Broscovic

Legislative Office
 710 'G' Street, SE
 Washington, DC 20003
 (202) 544-2211
 (202) 544-0410 (FAX)

International Office
 Centre International
 1 Rue de Varembe
 1211 Geneva 20
 Switzerland

UNITED NATIONS
 REPRESENTATIVE
 Rum Sifton

SPONSORS
 Dr. Maria Angelou
 Dennis Bond
 Elsa Bouding
 Anne Braden
 Helen Cadogan
 Ramsey Clark
 Rep. John Conyers, Jr.
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 Olympia Dukakis
 Rep. Orrin Edwards
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 Harrop Freeman
 Rev. William M. Gray, III
 Coretta Scott King
 Yolande King
 Maggie Kuhn
 Carter Lamm
 Audre Lorde
 Beatrice MacArthur
 Kate Miller
 Mary Kay
 Grace Paley
 Linus Pauling
 John P. Sweeney
 Betty Sweeney
 Sarah S. Thomas
 Staffin
 Gloria Steinem
 Ethel Turner
 Alice Walker
 Joan V. Woodward

October 8, 1992

TO: Mr. Jack Kent Cooke

RE: Washington Football Team Name

FROM: Women's International League for Peace and Freedom

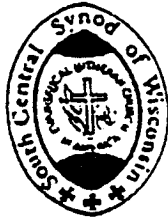
Mr. Cooke:

This will arrive today with the thought and hope
 that you will consider changing the Washington football
 team's name which is racist and unnecessary.

We thank you for your consideration of this matter.

Aida Boud, MSW, LICSW
 Legislative Coordinator

S_0006909



Evangelical Lutheran Church in America

South Central Synod of Wisconsin

October 8, 1993

Mr. Jack Kent Cooke
Owner, Washington Redskins

Dear Mr. Cooke:

I sincerely ask that you consider the name of your team as offensive to a race of people in this country. The Native Americans object to titles of teams and mascots which reflect negatively on their heritage. The term "redskins" is reminiscent of times in which the scalps of Indian men, women and children were sold for 80, 60 and 20 cents respectively. Stereotyping in our society is no longer tolerated. I urge you to consider a new name for your team—one which will respect the freedom and integrity of all people.

Sincerely yours,

Andrea Utie

Andrea Utie
Assistant to the Bishop

Synod Office — 2705 Packers Avenue • Madison, Wisconsin 53704-3085
(608) 249-4848 • FAX (608) 249-5121

S_0006910



Sisters of the Blessed Sacrament

1663 Bristol Pike
Bensalem, PA 19020-8502

October 8, 1993

F A X

Jack Kent Cooke
Washington Redskins
P. O. Box 17247
Dulles International Airport

Dear Mr. Cooke:

The Washington Redskins must go! Not the team but the name, which is demeaning of Native Americans (as if they don't exist in the present!) and reinforces a negative stereotype that is unjust and unnecessary.

The term "redskins" is from a period when there was a bounty on the heads of Indians and they were scalped. Eight cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history of which every American should be ashamed. The continued use of such a derogatory and offensive term is an abomination.

Ben Nighthorse Campbell, the only Native American in the U. S. Senate, says that "the name Redskins carries the same negative connotation as some terms that blacks and whites find offensive. The word brings to mind a negative image of uncivilized persons and has no positive meaning."

Mr. Cooke, despite your insistence to the contrary, there is no pride or honor associated with the name "Redskins." This controversy will not go away. It will not disappear until the term "redskin" is banished from our vocabulary. You want to see a new stadium erected, but first you must erect a standard of racial justice - just plain human respect - and drop the name.

Sincerely,

Sr. Patricia Marshall

Sister Patricia Marshall
Chair, SBS Justice Commission

The Sisters of the Blessed Sacrament have worked with Native Americans (and African Americans) for more than a hundred years. Six of our 300 Sisters are Native Americans — Navajos and Laguna Pueblos.

S_0006911



Otoe-Missouria Tribe

Rt. 1, Box 62, Red Rock, Oklahoma 74651

(405) 723-4434 Tribal Office
 (405) 723-4486 Enterprise Center
 (405) 723-4418 Senior Center
 (405) 723-4540 Law Enforcement Office
 (405) 783-1858 Police Unit
 (405) 288-3018 Head Start Program
 (405) 288-3009 Social Services
 (405) 723-4428 Tribal Court
 FAX (405) 723-4273

October 8, 1993

Jack Kent Cooke
 Washington Football Team
 P.O. Box 17247
 Dulles International Airport
 Washington, DC 20041

Dear Jack Kent Cooke:

The Washington Redskins must go!

No, not the team, but the name, which is totally demeaning of Native Americans and reinforces a negative stereotype that is unjust and unwarranted.

The term "redskins" is out of a period when there was a bounty on the heads of Indians and they were scalped. Eighty cents for a man's skin, 60 cents for a woman's skin and 20 cents for a child's skin. It is a period in our history that every American should be ashamed of and the continued use of such a derogatory and offensive term is an abomination.

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Sincerely,

OTOE-MISSOURIA TRIBE OF INDIANS

Post-It™ brand fax transmittal memo 7671		# of pages >	
To: JACK KENT COOKE	From: OTOE-MISSOURIA TRIBE		
Co: OWNER	Ca: INDIAN TRIBE		
Do: WASHINGTON FOOTBALL TEAM	Phone: JOHN HOPPEN		
Fax: 703-729-7611	Fax: 405-723-4273		

S_0006912



League of
United Latin
American Citizens

MARIO G. OBLEDO
Past National President
P.O. Box 1026
Sacramento, CA 95812
916/441-3000

October 5, 1993

Mr. Jack Kent Cooke
Washington Redskins
Post Office Box 17247
Dulles Int'l Airport, Virginia 20041

Dear Mr. Cooke:

You would perform a great service for America by renaming your
Washington football team.

Sincerely,

Mario G. Obledo
MARIO G. OBLEDO

MGO:dw

S_0006913

October 8, 1993

Mr. Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles International Airport
Washington, DC

Dear Mr. Cooke:

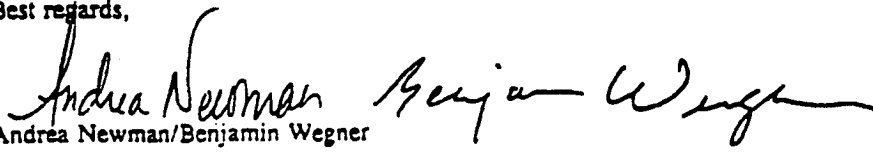
We are loyal Washington Redskins fans who grew up in the D.C. area. We are on the mile-long waiting list for season tickets, and love the team with all our hearts. But it is time for the name of the team to be changed. The name, and its racist connotations, puts a shadow over the greatness and tradition of our team. It is not worth all the damage it has done to our team and our city when people in the rest of the country view us as racist and insensitive.

We hope that you will make the brave move of changing the name of our team to anything that does not slur another race. We hope you are able to do this so that we loyal fans can wear shirts, hats, etc. with the team name and new logo, and scream and yell our teams's new name with pride, instead of with the reservation we must now use, so that we do not offend other people. We love the team and the city, and feel we **MUST** change the name.

Thank you for listening.

GO D.C.!!

Best regards,


Andrea Newman/Benjamin Wegner
155 Henry Street
Brooklyn, NY 11201

S_0006914

BHM

BASIC
HEALTH
MANAGEMENT, INC.

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

Dear Jack Kent Cooke:

The Washington Redskins must go!

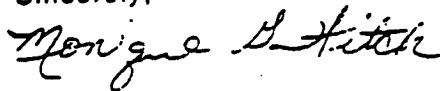
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Sincerely,



Washington Area Office
8403 Colesville Road, Suite 505
Silver Spring, Maryland 20910
(301) 365-2205 FAX (301) 365-4284

S_0006915

BHM BASIC
HEALTH
MANAGEMENT, INC.

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

Dear Jack Kent Cooke:

The Washington Redskins must go!

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Sincerely,

Mrs. L.W. Wells

Washington Area Office
8403 Colesville Road, Suite 805
Silver Spring, Maryland 20910
(301) 565-2205 FAX (301) 565-4254

S_0006916

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
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Sincerely,

Jane R. Gmish

S_0006917

TOTAL P.07

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
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Sincerely,

S_0006918

Christine Janssen
211 W. Palmer Ave.
Morrisville PA 19067

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

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Sincerely,

Christine Janssen

S_0006919

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

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Sincerely,

Janice Netherland
9708 Wingfield
Fern Creek
Kentucky
40291

Let's grow up
and not use
offensive name
and not be so
defensive; let's
admit mistakes.

S_0006920

OCT 05 '93 11:25

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
703/478-8900 Telephone
703/729-7611 Mr. Cooke's Personal Fax
703/729-7605 Main Fax Line

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Sincerely,

Melissa Burkhardt (212) 595-1275
670 West End Ave. #3D
NIV - NIV 1.07.5

S_0006921

COALITION FOR BLACK ECONOMIC DEVELOPMENT, INC.**JOHN SPEARMON, Chairman**

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
(703) 478-8900 - Telephone
(703) 729-7611 - Mr. Cooke's Personal Fax
(703) 729-7605 - Main Fax Line

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Sincerely,



Joe Gaskins
President

9823 Central Avenue, Suite 104 • Upper Marlboro, Maryland 20772
(301) 350-8881

S_0006922



VISIONS 37

Shan Goshorn Freelance Creative Work

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles Int'l Airport
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Sincerely,



S_0006923

918-744-0698 1637 S. Delaware Ave. Tulsa, Oklahoma 74104 U.S.A.

Honeywell

Mannie L. Jackson
Senior Vice President
Marketing &
Administration

Honeywell Inc.
Honeywell Plaza
P.O. Box 524
Minneapolis, MN 55440-0524
612 951-0124
612 879-7408 Ext. Serv.

October 8, 1993

Sent via FAX (703/729-7611)

Jack Kent Cooke
Washington Redskins
P.O. Box 17247
Dulles International Airport

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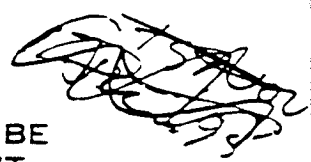


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TOTAL P.01

11/1/20



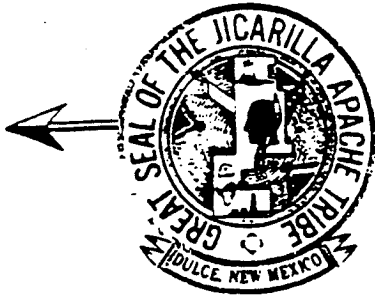
PO BOX 507 • DULCE NEW MEXICO 87528
1505 759 3403

Mr. Rick Vaughn
Public Relations Director
Washington Redskins
P.O. Box 17247
Dallas International Airport
Washington, D.C. 20041

Row

100.000 - 100.000 - 100.000
No Rounding 1500 2700 95

BLA-TTAB-06582



THE JICARILLA APACHE TRIBE
COMMUNITY DEVELOPMENT

P.O. BOX 807 • DULCE, NEW MEXICO 87528
(505) 759-3403

September 8, 1994

Mr. Rick Vaughn
Public Relations Director
Washington Redskins
P.O. Box 17247
Dallas International Airport
Washington, D.C. 20041

Dear Mr. Vaughn:

I am elected council member of the Jicarilla Apache Tribe, a federally recognized Indian Tribe, in New Mexico.

Recently, Indian attorney's from the Washington, D.C., area appeared before the Tribal Council requesting donations for a lawsuit to get the Washington "Redskins" name changed. Their request was denied.

My proposal is to get the Jicarilla Apache Tribe to officially make the Washington Redskins honorary members of the Tribe. With honorary membership, the authority to continue using the Redskins name.

My concern is that these urban Indians should be using their energy, time and money to fight poverty, poor health care, lack of jobs, alcoholism and other problems on Indian reservations.

I don't know if this would help with your legal problems, but I am willing to work with this Tribal Council to get the honorary membership if it would stop these lawsuits.

Please call me at 505-759-3242, ext. 297, if this proposal has some possibility.

Sincerely,

Ronald R. Julian,
Council Member

S_0006752

JEFFREY L. ROSEN
11034 THRUSH RIDGE ROAD
RESTON, VIRGINIA 22091



July 3, 1995

John K. Cooke, Sr.
Executive Vice President
Washington Redskins
21300 Redskin Park Drive
Ashburn, Virginia 22011

Dear Mr. Cooke:

I enjoyed meeting you Friday morning and I am pleased that the pictures may be of some immediate value to you.

As we discussed, I have enclosed the remaining pictures and the negatives of the Red Mesa High School Redskins signs and the adjacent areas. As I recall the school is located between Teec Nos Pos and Mexican Water on U.S. Route 160 in northern Arizona near Monument Valley and the Utah border.

Best regards,

Sincerely,

A handwritten signature in black ink that reads "Jeffrey L. Rosen".

Jeffrey L. Rosen

S_0006242

JEFFREY L. ROSEN
11034 THRUSH RIDGE ROAD
RESTON, VIRGINIA 22091

June 29, 1995

John K. Cooke, Sr.
Executive Vice President
Washington Redskins
21300 Redskin Park Drive
Ashburn, Virginia 22011

Dear Mr. Cooke:

Enclosed are some photographs that I took on a visit out west that included the Navaho Indian Reservation in the Four Corners area. It should be of interest to you that one of the reservation's schools, Red-Mesa High School, has named its athletic teams the "Redskins" and a street adjacent to the school is named "Redskin Blvd". This may be of some value to you when the Washington Redskins name is being criticized.

I frequently travel this and other areas of the west collecting western art and had seen the reservation school on an earlier trip three or four years ago. A little over a year ago on a trip to Santa Fe and Durango I made a special side trip to visit the school, talk to the locals, and take a number of photographs. I told a mutual friend of ours, Townie Vogel, about the photographs and we both agreed that they would be worth sending to you. I hope you find them helpful. I have more photographs and negatives and I would be pleased to give them to you if you have need for them. Also, I would like to relate a conversation I had regarding the name "Redskins" with an administrative person in the school district. That conversation might provide you with some interesting public relations ideas and options.

I just received a letter from Jeff Ritter congratulating me on being next on the Redskins' Waiting List for tickets and that notice triggered my memory regarding the photographs.

Best of luck for a successful 1995 season

Sincerely,


Jeffrey L. Rosen

S_0006243

Some names of sports teams

(* = relatively recent coinage; l = name refers to source of local identification)

Types of People

Outlaws/ fierce etc.

Raiders

Pirates

*Buccaneers

Vikings (l)

*N. J. Devils

Giants

(Check college teams for Bandits, Marauders, Outlaws, Cossacks, Bandit)

Indians etc

(Black Hawks)

Warriors

Indians

Braves

*Redskins

Chiefs

Other

Tx Rangers (l)

Cowboys (l)

Ok. Cit Cavalry (l) (CBA)

Yankees (orig. l)

*Cavaliers

49ers (l)

Senators (Wash, Ottawa NHL)

*Padres (l) (Cf BC Friars)

NY Rangers

Knickebockers (l)

*Trail Blazers (l)

*Patriots (l)

*Argonauts

Celtics (l) (cf Fighting Irish (l))

*Canucks (l)

Occupations

Packers (l)

*Brewers (l)

(also Volunteers (l))

Mountaineers (l), etc.)

Oilers*(l)

*Whalers (l)

*Mariners (l)

Wyoming Wildcatters (CBA)

Maine Lumberjacks (CBA)

76ers(l),

Ohio Mixers (CBA)

Animals

*Grizzlies

*Cougars

Lions

Tigers

(Cubs)

Bruins

*Timber Wolves

*Raptors

Hawks

Bulls

*Hornets

*Sharks

Colts

*Marlins

*Penguins

*Mighty Ducks

*Bluejays

Orioles

Cardinals

fierce inanimates

Toronto Tornadoes CBA

*Calgary? Flames

Quad City Thunder (CBA)

Rockford Lightning

Ft. Wayne Fury

Also Miami Hurricanes (l)

Blizzard?

*San Jose Earthquakes

Billings Volcanoes (CBA -- orig.

Hawaii (l)

Bullets

Other inanimates

Rockets

Pistons

Maple Leafs

Jets

Saints

Twins

Astros

Expos

Mets

Phillies

Athletics

EXHIBIT

Nunberg 42
2/18/97

spurs
SuperSonics
North Stars

White Sox etc.

Giants Massacre Redskins

Gen. Custer Avenged

BY DAVE SEATERY

Two facts are obvious today: The National Symphony Orchestra is not out of place as the half-time entertainment at a Redskin football game; the Redskins' defense is never in place.

And Dr. Howard Mitchell and his orchestra have an open invitation to return to Griffith Stadium anytime but that Redskin defense has got to go.

It went yesterday, for that matter, to pieces, as the New York Giants

New York	Redskins	Washington
Passes: 10-13	Passes: 10-13	Passes: 10-13
Yards: 100	Yards: 100	Yards: 100
Touchdowns: 1	Touchdowns: 1	Touchdowns: 1
Field Goals: 1	Field Goals: 1	Field Goals: 1
Interceptions: 1	Interceptions: 1	Interceptions: 1
Fumbles: 1	Fumbles: 1	Fumbles: 1
Penalties: 1	Penalties: 1	Penalties: 1

passed their way to any easy 31-21 victory.

WORST BEGINNING

It was the most miserable opening game performance in Washington history, and one only wonders what would have occurred if New York hadn't taken Charlie Conerly had a hot start.

As it was, Charlie hit only 10 of 13 passes. He had many a receiver open, but never got the ball. Through most of the game the Redskins' defensive backs, George Ross, Vic Janowicz, Dave Gilmer, Joe Scuderi and Dick Altan looked as tho they were glued in place.

When Conerly did hit, it was mayhem. Three times Charlie passed to Ben Schmelker for touchdowns and on two occasions there wasn't anyone within 10 yards of him.

COMPLETED 19

Conerly also hit his other end, Ken McAffee with a scoring heave while his substitute rookie Bobby Clatterback tossed one to Dick Wilkins.

Overall, the Giants completed 19 passes for 262 yards and five touchdowns. Herb Johnson ran five yards for the other Giant TD and Ben Agajanian, who was with the Redskins for a spell this year, chipped in with three field goals and six point-after.

To make sure that the Giants didn't have too much trouble the Redskins also came up with four fumbles and had three passes intercepted.

The Giants scored in two plays the first time they got the ball, both passes, one by Conerly for 28 yards and the next by Conerly to Schmelker for the score.

WELLS RUN A THRILLER

A fine punt return minutes later set the Giants up for a three pointer and then three plays later a pass interception by Lenon Tunnell gave New York the ball on the Redskin five. Johnson scored on the first play.

The Redskins never recovered from this 17-point outburst.

In the second and third periods their offense did get rolling for the first time this year, but New York was able to bounce back every time on passes to stay out front.

Billy Wells thrilled the crowd with a brilliant 68-yard run from scrimmage for the Redskins' first score in the second period and a few minutes later Jack Scarbath hit Ed Barker with a 32-yard scoring pass.

But Conerly matched both Washington scores with touchdown passes. And he made them look easy.

SCARBATH CLACKS

In the third period the Redskins scored again when Scarbath intercepted a 34-yard march which ended with a six-yard scoring pass, again to Barker.

In the fourth period the road fell however, as New York rolled up two more TD's and a field goal.

Said Redskin Coach Joe Kuharich: "We had misplays, poor thinking and ordinary. There are probably a million different reasons why things happened but only one thing, hard work, can correct the situation. I know the men back there can play better than they did."



INCOMPLETE—Giants halfback Herb Rich, successfully bats down a Jack Scarbath pass intended for End Ed Barker in the third period yesterday. Barker earlier caught a Scarbath toss for a touchdown.

Perry Leads NFL

Billy Wells Ranks Ninth In Rushing

The Redskins' little Billy Wells became a rather big man statistically in the NFL on the strength of his 68-yard touchdown run against the Giants Sunday. With only 18 carries, he ranks ninth among the league's ground-gainers and his 7.1 average is tops. Wells' 114-yard total puts him three ahead of Charlie Justice for the Washington team lead. Rob Goode is a close third with 103 yards gained. Joe Perry and Hugh McElhenny, of the Bears, are 12 with 222 and 217 yards, respectively.

DONES, TAYLOR: All-time Redskin scorers with 50 touchdowns, still is looking for his first league six-pointer of the season. Taylor is the month's best receiver in the

THE FACT that Washington quarterbacks don't have an easy time passing is revealed in team statistics. . . The Skins have lost 150 yards attempting to pass, more than twice that of any other team. . . Their nine interceptions are topped only by the Chicago Bears who have had 11 passes go astray. . . After three one-sided losses, the figures also show how weak the Redskins' defense has been. . . Washington has given up the most points (120), most first downs (78), most yards (1287). . . Only the Chicago Cardinals threaten their last-place spot. . . The coming two Cardinal-Redskin clashes undoubtedly will be hailed as the battles of the beaten.

COACH LISLE (Liz) Blackburn's Green Bay Packers are early nominees for the hard-luck team in the league. . . They, too, are 0-3 after three games. . . But look what's been happening to them: They lost to the Steelers 21-30; to the Bears, 10-3; and, then San Francisco edged 'em 21-17, with two touchdowns in the fourth period. . . This week the Packers have to take on the Los Angeles Rams, who will be smarting from their 21-3 loss to Detroit. —JACK WALSH.

S 0004135

EXHIBIT

Nunberg 43
2/18/97

Big Chief Welcomes Todd Back to Redskin Teepee



Dick Todd (left) is congratulated by owner George Marshall of the Washington Redskins for the 1952 season. Todd took over the club last year as a stop-gap coach after Herman Ball surrendered the reins.

Page 14

S_0004107

BLA-TTAB-06590

Redskins Brewing Special Kickapoo Juice for Browns

By DAVE SLATTERY

Redskin Coach Curly Lambeau has been nursing his team's offense all week with the hope that, like a good home-brew, by Sunday, Washington's attack will have enough kick in it to pixillate the Cleveland Browns.

Because, as it has twice in the past against Cleveland, that extra kick may decide the winner.

In the first meeting between the Browns and Redskins in 1950, Cleveland was a 20-point favorite but the Redskins matched them touchdown for touchdown only to lose 20-14 on two field goals by Lou Groza.

Again last year, when the Browns knocked off an underdog Redskin team, 19-16, it was Groza's kicking that spelled out victory.

EQUALS

Sunday, for the first time since the Browns joined the National League, the Redskins are meeting them as equals. Both teams are undefeated and a victory means undisputed leadership in the Eastern Conference.

That's why Lambeau is working overtime concocting a home-brew offense with more kick in it than Groza's toe. Not even Groza can out-kick touchdowns.

In winning two games and tying one this year, the Redskins offense moved the ball well between the 20-yard lines. In fact there isn't a better running team in the league than Washington.

But inside the 20-yard line Washington five times has failed to make long sustained drives pay off with touchdowns. Against Cleveland such an omission—with Groza around to boot those 40-yard field goals—could be disastrous.

So Lambeau is trying to kick up the team's offense so that Washington will take full advantage of every break. "We can't waste any scoring chances Sunday thru mistakes," said Curly. "So far we've played up to about 75 per cent of our potentiality against the Browns. We hope to be 100 per cent."

As it always does in pro ball, Lambeau's offensive kickapoo juice also has its defensive counterpart. The Redskins have been notoriously lax this season in covering punts and kickoffs.

The last few weeks a vast improvement has been shown in the punt department. Thanks mainly to the sensational kicking of Eddie LeBaron and Sam Baker, those long runbacks which ruined the club during the exhibition season are history.

NO COVERAGE

But with kickoffs, it's something else again. Every time the Redskins kick off they are lucky if the other team doesn't run the ball back into Washington territory.

New York last week ran every kickoff back at least to its own 41-yard line.

If Cleveland is allowed to do the same thing, someone will need an adding machine to tally the score.

since the Browns would need to make only one first down to put Groza in field goal kicking distance.

So all week long the coaches have been running the Redskins—10 extra 100-yard sprints per day—to see if they can't get the boys to cover kickoffs faster. Victory or defeat could ride on those kickoffs.

NOTES: Despite rumors of a sell-out, the Redskins still have about 15,000 tickets left for Sunday's game. . . Cleveland holds a 5-0 series record over Washington.

Browns Ruling Roost, But Have No Illusion Of Unbeaten Season

By Lewis F. Atchison

Russ Gestner, looking as happy as the publicity man of a winning football team is in town. Russ happens to be chief drum-beater for the Cleveland Browns, who will be here Sunday to play the Redskins at Smith Stadium and he cheerfully answered any and all questions about his favorite club.

Coach Paul Brown, Gestner reports, isn't dreaming of an unbeaten season, although there doesn't seem to be any club in their division of the National Football League good enough to beat the Clevelanders. Brown will settle for a 9-3 record. Most coaches tell you an 8-4 count will win the division title.

The Browns have only six rookies on this 1953 squad, but all are first-stringers, either on offense or defense. Eight players are left from the original squad collected by Brown when he organized the team for Mickey McBride way back in the dark ages of the All-America Conference.

Graham Better Than Ever

Otto Graham looks better than ever, although this was the year George Ratterman was supposed to begin giving the old gentleman a hand with his forward passing chores. Ratterman hurt his arm in an automobile accident and Otto's passing has been so accurate it looks like George will spend another season on the bench.

The big Cleveland line is as good, if not a little better than ever. And don't believe the program listing of Len Ford's weight. He's down at 240 pounds, but Russ says the big colored end from Washington weighs 255. Doug Atkins, the 6-foot-8 rookie at the other wing, actually tips the beam at 250. He missed earning a berth as a high jumper on the last Olympic team.

points.

S_000412

Guard Maury Nipp quits

Redskins Ambushed

By DAVE SLATTERY

LOS ANGELES, Aug. 20—Instead of surprising the Los Angeles Rams with their new twin T offense, the Washington Redskins ran into a well concealed ambush.

For it comes to light today, four days after the Rams game, that Los Angeles used a defense quite the opposite to what the Redskins were expecting.

With only two and a half weeks in which to install his new offense, Redskins coach Joe Kuharich took the calculated risk that the Rams would use some sort of "even" defense.

They came up with an "odd" defense.

In an off defense the defensive players are head on the offensive team in an even, the defense splits the

gap between the offensive linemen.

"It shouldn't have bothered the boys as much as it did," said Kuharich today. "We practiced 90-per cent of the time against an even defense but we still got in quite a bit of work against an 'odd' setup."

But the game moves clearly show Redskins linebackers missing the holes on a half dozen occasions when the blockers had really opened up the road.

It was the Redskin backfield more than line which fell into the Rams hands.

"It was a good lesson for

us," said Kuharich. "We must be able to move against any defense so the sooner the boys learn the better."

But it's noticeable today, that in preparing for the San Francisco game on Sunday that the Redskins are running against all sorts of "odd" defense.

In this case, it's not locking the door too late either. The league season is still five weeks away.

NOTES: Jim Podolev is the first of the Redskin A's. Star rookies to move into a first string berth—He will start at right halfback against the 49ers Sunday with veteran right half Dick James replacing the injured Joe Scudiero on defense—Don Bosseler and Ed Sutton two other touted rookies also will see plenty of action along with end Brad Borna—Joe Walton, the last of the fabulous five, probably will sit the game out on the bench with a twisted ankle—Veteran guard Maury Nipp called it quits yesterday leaving the way open for Maryland guard Jack Davis to win a job as the No. 3 offensive guard—There wasn't much to pick between Davis and Nipp at this point but Jack has a wide edge in years so Nipp was probably wise in making the decision he did.

8/20 Maury

JUST STOOD THERE AND WATCHED

The Redskins Resembled Cigar Store Indians

10/6 News

BY DAVE SLATTERY

Remember the old wooden Indians that used to stand guard outside cigar stores and watch the customers go by? That's exactly how the Redskins looked in Chicago when they flunked their first major test of the 1935 football season, miserably.

They stood around Co-miskey Park and watched and the Cardinals really won, by a mile, and by hand and it's a darn good thing Lake Michigan was a mile off or they might have gone by sea, too.

That 37-10 defeat was just about as bad a whopping as any Washington team has taken in a half-dozen years. Look at some of the figures: Chicago made 26 first downs and netted 271 yards running and 280 passing.

Football, particularly National League football, is a reckless game and must be played recklessly. The Redskins know this as well as anyone but Saturday night they stood and waited for the Cards to come to them.

Never once in the entire game did the Redskins force the play. This watch-and-wait game quarterback Eddie Le Baron

When a team is playing this way it not only takes a beating on the scoreboard but physically as well. The Redskins were no exception.

was hurt on the third play of the game and no doubt this hurt Washington's offense.

And before the final gun sounded the list had grown to include Dick Stanfel, Bill Furr, Chet Ostrowski, Jim Weatherfall and Don Bosse. None of these injuries appear serious, but Stanfel and Le Baron may miss Sunday's home opener against New York.

One thing is certain, the all of the Redskins picked up enough bumps to remember Chicago for many weeks to come.

comment today was: "The team was out of step all night. Error piled on top of error, we made enough I hope to last us for the season."

After Le Baron left, the game—the score was then 7-0—Chicago, the Redskins used both Rudy Bukich and Ralph Guglielmi at quarterback.

At times, both looked sharp, particularly Bukich passing when he got the drive of the game going late in the final period. Rudy hit Johnny Carson with four consecutive shots for 65 yards.

Cardinals' touchdown on the goal line, however, to wipe out the touchdown.

For the Cardinals, this can be said: Their new, double wing T formation didn't look as though it offered any great running threat, despite the yardage Johnny Carson and Malone made. Malone is another player who is an

it was as fine a performance by a rookie as the NFL has ever seen.

Redskin, Colt Rookies Battle In Charity Game

Epps Due for Contract Talks

Redskins Start Bloodletting Today

BALTIMORE, July 9 (AP)—The Washington Redskins' rookies will meet their counterparts from Baltimore July 9 in the Colts' annual charity game for the Baltimore Police Boys' Clubs.

For many years, the event was an intrasquad game. Last year's contest was a rookie battle between the Colts and the New York Jets.

Police Commissioner Donald D. Pomerleau of Baltimore said the game "is the only method the department has for raising funds for the support of its youth programs. Ninety-five per cent of the proceeds go to the program for 10,000 boys."

Tickets are \$2 each for the game at Memorial Stadium.

REDSKINS, From C1. looked like a long summer's night.

As if they would have dared to come in otherwise, the athletes were found to be physically fit. The first serious business evolved tonight as squad meeting. Thursday morning, the two-day bloodletting will begin and a new round will be assured of admission to the Dickinson College field if he displayed something like a White House press card.

The no-nonsense phase of preparations for an exhibition game against the Chicago Bears in just three weeks set in at a quiet steak dinner with the coaches far removed from the writing guys.

Quarterback Gary Deban stated the mood of the squad. "The big change in camp is the players' attitude," he said. "There seemed to be an instant unity today as we worked out on our own, a new morale."

Running back Bob Brunel likened the hushed atmosphere to his hometown of Cut Off, La. "We don't even have sidewalks," he said. "Not even a traffic light. Of course, there are only about 3000 people there."

Deban was a most happy fellow as he displayed a lightning dropback to match that of Joe Namath and led his receivers artistically without the trace of a wobble.

"I am happy because I got my independence from the Army after 18 weeks on July 4," he said. "I got to throw in the service because I found a fellow willing to dive after passes on his knees and scrape his elbows."

Planker John Love is on an 18-day leave from the Army, has 18 more days coming, and will finish his hitch in October.

Rookie linebacker Harold McLinton was able to take some solace from surgery on

his right wrist, a souvenir of a dislocated bone in the Coach's All-America game, which will sideline him for four more weeks. "I won't have to waste time in the College All-Stars camp," he rationalized. "I can be learning here."

Lombardi reported that rookie safety Gene Epps was coming Thursday to talk con-

tract. Equipment manager Kelly Miller was particularly reassured players who were concerned about their pants. "They will fit you down after a couple days here."

It was not comforting news to 6-foot-4 rookie defensive end center Dick Doherty. He was just not used to the feeling tight across the beam. "I don't draft because he weighed 285 then. Today he weighed 290. The biggest man in camp."



NIXON'S ON THE ★ REDSKIN WARPATH

WASHINGTON (AP)—Coach Mike Nixon, of the Washington Redskins, still incensed by his team's drubbing at the hands of the New York Giants, today released reserve lineman Hanson Churchwell and fined another player.

Nixon refused to identify the Redskins who was docked a full game's pay but said the victim could retrieve the money "if he does well in the last two games."

The Redskins meet the Philadelphia Eagles next Sunday and the Giants, who beat them 40-14 in New York last Sunday, a week later. Both games are at home.

Nixon said he gave Churchwell the same opportunity that the fined player received—recognition for satisfying performances—but the rookie from Mississippi declined.

Churchwell, who played both guard and tackle, came to the Redskins early this season from the Baltimore Colts in exchange for a draft choice.

The Redskins, handicapped by injuries, may have to face their return match with the Giants minus fullback Don Bosseler. The 215-pound back, Washington's leading ground gainer, has a pinched shoulder nerve.

Ahoskie News
Asheville Citizen-Times
Burlington Times-News
Charlotte News
~~Charlotte Observer~~
Concord Tribune
Dunn Record
Durham Herald-Sun
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Goldsboro News-Argus
Greensboro News-Record
Greenville Reflector
Henderson Dispatch

DEC 3 1959

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BLA-TTAB-06595

FANS' STOCK IN TRIBE IS UP, BUT

Colts Are Scalping Redskins at the Gate

By TOM YOERKE

It was not without a touch of envy that Redskins president George Marshall mentioned that the Baltimore Colts have sold 43,000 season tickets for 1961.

"Those are all renewals," Marshall pointed out yesterday. "They've just gotten started on their new customers."

The Redskins, whose product of recent years has been somewhat inferior to that offered by their Baltimore cousins, have 16,439 patrons lined up for each of their games in the new 50,000-seat D. C. Stadium starting this fall.

"Our target is still 25,000 season tickets, and I think we'll sell more," opined general manager Dick McCann. "Barring, of course, a complete collapse in training camp or in the pre-season."

While 16,439 doesn't match 43,000, there has been no collapse in fans' support of the Redskins. Season ticket sales are five weeks ahead of last year.

The deluxe new stadium, signing of top draft choices and the hope that maybe coach Bill McPeak can pull off what his predecessors failed to do—win consistently—apparently are what it takes to make the faithful forget what the Tribe has been in recent years.

Two rookies, Jim Einfeld and Bob Federspiel, returned signed contracts yesterday. Einfeld, a 6-foot-2, 240-pounder from Colorado State who was the Redskins' 11th draft pick



TIGHT ONE—Good Pick (No. 2) driven by Bill Fleming, barely noses out Dave Legum's Colonel Dell in the eighth race at Huescroft Raceway last night. The winner returned a \$7.60 win mutual.

In 1959, spent a week in training camp last season before leaving for personal reasons.

At the time, Einfeld was considered a pinch to make the club as No. 2 center. He also plays linebacker.

Federspiel, a 6-1, 197-pound end from Columbia who

All America Bowl in Buffalo, N. Y. June 23

Washington, meanwhile, is running into difficulty with its all-star game, tentatively scheduled for Jan. 7 in D. C. Stadium. The national organization which had first crack at sponsoring the college game here has not yet voted to back it.

Sports Attractions, Inc., is prepared to fall back on private backers but reportedly has other organizations who are interested in underwriting the game.

THE WASHINGTON POST Redskins Sign Kansas' Schick

Redskins, who missed signing one of their top draft choices, yesterday announced reception of the contract of Doyle Schick, 6-foot, 205-pounder, explained Kansas last season, was being considered as a prospect by the Kansas State and the father of the boy, Schick is a native of Lawrence, Kansas, home of the university.

The only top rookie who got away was sixth choice John O'Day, Miami tackle who

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FINAL

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER ©

MORE THAN TWICE
THE CIRCULATION
OF ANY OTHER
PAPER IN AMERICA

64

New York, N.Y. 10017, Monday, November 8, 1965

SKINS SCALP GIANTS, 23-7 JETS TOPPLE CHIEFS, 13-10

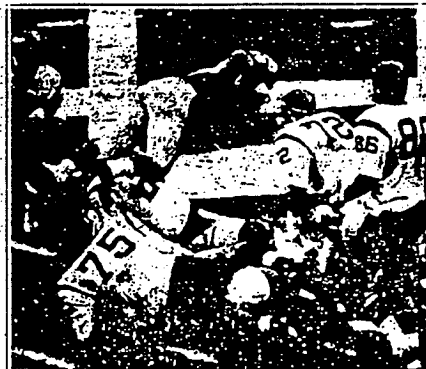
—Stories pages 52, 53



1—QB Earl Morrall hands off to Mercein (29) ...



2—Chuck finds a hole towards paydirt ...



3—Redskin defenders send him flying ...



4—Over the sprawled bodies ...



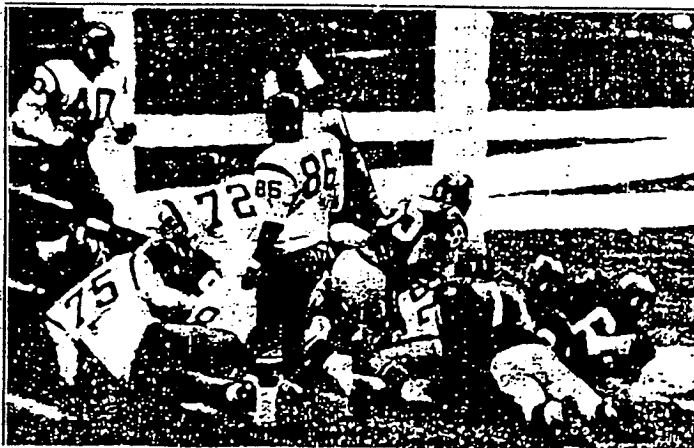
(NEWS photo by Walter Reutter)

Catchy. Giant flanker Joe Morrison is all alone as he snags an Earl Morrall pass in the first quarter. Joe's antics weren't enough.

Grass is Greener on Other Side

One of the Baby Bulls who have been rushing themselves into the hearts of Giant fans, Chuck Mercein, showed his forte in the second quarter of yesterday's game at Yankee Stadium against the Redskins with a nifty journey for TD (see sequence). But the Skins ended up with the last laugh, beating locals 23-7. See foto upper right.

—Story on page 52



5—And the Baby Bull is in, feet skyward, for his second NFL score.

(NEWS sequence photo by Frank O'Connor)

GRID SCORES

NFL

Washington	14	0	6-23
GIANTS	0	0	0-7
Philadelphia	12	0	7-24
Cleveland	14	0	1-25
Tex. A&M	0	0	7-12
Green Bay	0	0	0-7
Pittsburgh	0	0	11-17
St. Louis	0	7	7-24
San Francisco	14	0	1-24
Dallas	0	20	0-29
Indianapolis	0	10	1-25
Chicago	0	0	1-24
Los Angeles	0	0	6-14
Minnesota	0	10	0-24

AFL

JETS	0	0	0-13
Kansas City	0	10	0-10
Buffalo	17	0	0-29
Houston	0	7	0-7
Oakland	0	17	0-23
Houston	0	14	0-23
San Diego	14	0	14-25
Denver	0	0	0-24

S_0004275

BLA-TTAB-06597

STAR-8-13

More Cuts Likely to Follow Full-Scale Redskin Warfare

By LEWIS F. ATCHISON

Star Staff Writer

CARLISLE, Pa. — Fundamentals are the major item on the Redskins' program for this week, and a full-scale scrimmage on Saturday may reveal whether or not they have improved since losing to the Buffalo Bills last Friday.

Coach Vince Lombardi hasn't announced his plans, but the team has an open date on its exhibition schedule this weekend and he'll probably want to take another look at certain positions. More cuts may follow.

Too Many Mistakes

Buffalo didn't play like a team which won only one game last year and the Redskins didn't play like they'd won five against supposedly sterner opposition. The Bills were "up" for the game, possibly because of Lombardi's reputation, and the Redskins couldn't get untracked.

"We tried," cornerback Aaron Martin said, looking back to the game. "We weren't overconfident but we made too many mistakes."

Lombardi probably noticed that, too. One who saw linemen completely miss blocks at Buffalo can only imagine what he said to the squad during the film review. His dissatisfaction is reflected on the practice field, where no comforting words are heard when a ball-carrier fails to locate the designated hole or a blocker misses his assignment.

The Redskins had 12 third-down situations against the Bills and made four first downs, counting one on a penalty. One chance was lost on a fumble, a mortal sin in Lombardi's catechism. The running attack was dull and disappointing, but most of the blame belongs to the offensive line. It couldn't budge the aroused Bills.

The Redskins have plenty of time to sharpen their weapons for the Falcons, Atlanta whom they meet next week. The game could be the first serious protest for defensive safety Geno Epps, Washington's top draft choice, who should know the assignments well enough by then to take a turn on the field.

30 Practices Left

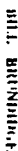
Lombardi hasn't decided whether to stay with the current "front four" of Jim Norton, Frank Bosch, Spain Musgrove and Carl Kammerer, or experiment for the next few games. Kammerer has been the most consistent of the group but the others have had their moments. Newcomers John Hoffman and Dick Lemay rate a chance at the ends, and Dennis Crane and Walt Barnes were first-stringers last year and must be reckoned with.

It is less than six weeks before the team travels to New Orleans to open the league season. It boils down to 30 practice sessions, which aren't too many if the parade of newcomers to Carlisle continues.

Lombardi still scans the waiver lists and is still talking trades to other clubs. He wants running backs primarily, but he'll grab a defensive back if one becomes available, or a top-flight lineman. From the way things look now, he'll have to give up a top-flight player to get one.



11/19



THE "HOLY TRINITY"

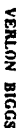
...and who spent part of his formative years in the NFL and on his back at RFK Stadium, is a man of great protection of his life. He has been a very private person, undoubtedly, is a major factor in the NFL's passing.

... July 1944.



NAME

SACKS



McDole and Verbon Forge and Ladies Phron T. Albert and
Humbly has gone all the way

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

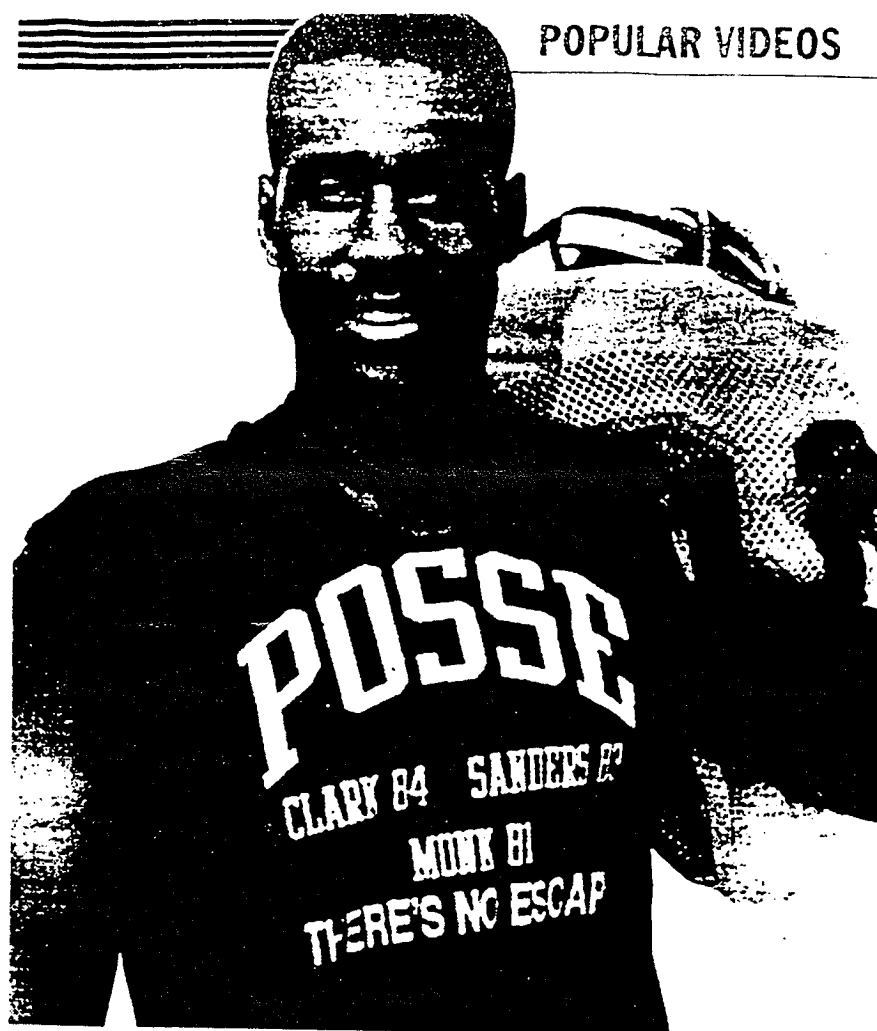
"It's more difficult if a player has to play all the way but lately it has been working well for us."

There are certain advantages to playing all the way

"We've had a good pass rush because Blumidge is doing such a good job and Ripps is having a great year."

NOTES — Yesterday's winds, with gusts up to 33 miles per hour, almost caused an injury at Freshkill.

Chief Clerk's Office



Art Monk joins Gary Clark and Ricky Sanders to make up the Redskins' record-setting "Posse."

Redskins Back On the Warpath

By Martie Zad

Washington Post Staff Writer

The Washington Redskins are "Back on the Warpath" and their play is simply super. After watching the 1989 highlights (NFL Films Video, 22 mins., \$14.98), one has to wonder how a team that did so many things so very well could finish 10-6 and out of the playoffs?

The video, scheduled for release Wednesday, follows the pattern of all highlight video yearbooks, packing in the big plays and high spots of the season and leaving the impression that this team belonged in the Super Bowl.

Fluffy and puffy or not, there's a lot to like. It's enjoyable to watch how the team bounced back from two heartbreaking losses at the opening of the season. And how, after slipping to 5-6, the team regrouped with a number of youngsters and newcomers to overcome a series of mishaps and injuries and win its final five games impressively.

As writer and director Chris Barlow notes: With five games to go, the team "came out of a gut check with straight A's — anxious, angry and aggressive . . . At times it seemed like a team not sure what direction it was going in, but by the end of the season, riding a 5-0 spurt, it appeared that everything was straightened out."

Narrator Jeff Kaye declares it "a season of heartbreaking losses that would have destroyed most teams, but not Washington . . . a season where young players were thrown into pivotal roles and they came up big."

Players like Mark Schlereth, A.J. Johnson, Raleigh MacKenzie and Fred Stokes not only filled holes, they sparked a winning spirit. So did newcomer Earnest Byner, who "had to adjust to new demands and became a winner." Holdovers such as quarterback Mark Rypien and "The Posse" (Art Monk, Gary Clark and Ricky Sanders) were brilliant down the stretch as all three pass catchers topped the 1,000-yard mark, only the second time three receivers on the same team reached that plateau.

In fairness to NFL Films' mastermind producer Steve Sabol, it should be noted that some of the season's low points are there, including a glimpse of the first two (final-moment) losses and a peek at painful losses to the L.A. Raiders and Dallas Cowboys in games eight and nine.

NFL Films is also releasing 22-minute highlight videos on all other teams except the Raiders, who have never joined the NFL Films partnership. But for Redskin fans, "Back on the Warpath" is the choice.

Video Sales and Rentals

These are the week's most popular video cassettes, as reported by Billboard magazine.

SALES

1. The Little Mermaid
2. Step by Step: New Kids on the Block
3. Teenage Mutant Ninja Turtles: Super Rocksteady
4. Turtles: Cowabunga Shredhead
5. Top Gun
6. Hokey, I Shrunk the Kids
7. Die Hard
8. New Kids: Hangin' Tough Live
9. Sexy Lingerie II
10. Lethal Weapon 2
11. Turtles: Killer Pizzas
12. Aerosmith: Things That Go Pump
13. Harvey
14. Bambi
15. Turtles: Hot Rodding
16. New Kids: Hangin' Tough
17. Indiana Jones and the Last Crusade
18. Turtles: Heroes
19. Callanetics
20. Cinderella

RENTALS

1. Steel Magnolias
2. The War of the Roses
3. Tango and Cash
4. Always
5. Back to the Future II
6. Fabulous Baker Boys
7. Look Who's Talking
8. My Left Foot
9. Black Rain
10. She-Devil
11. Sea of Love
12. Gross Anatomy
13. We're No Angels
14. Music Box
15. Harlem Nights
16. The Bear
17. National Lampoon's Christmas Vacation
18. Dead Poets Society
19. Family Business
20. Sex, Lies, and Videotape

Erol's Video Club reports that these are its most popular cassettes for the week ending July 21:

SALES

1. The Little Mermaid
2. Ninja Turtles: Super Rocksteady & Mighty Bebop
3. New Kids: Step by Step
4. Cinderella
5. Wizard of Oz
6. Top Gun
7. Cathy Lee Crosby's Beautiful Body Workout
8. Mary Poppins
9. Bambi
10. Hokey, I Shrunk the Kids
11. Bugs Bunny's Wacky Adventures
12. Die Hard
13. Road Runner vs. Wile E. Coyote
14. Batman
15. 48 HRS
16. Callanetics
17. Indiana Jones and the Last Crusade
18. The Color Purple
19. Harvey
20. Jetsons: Good Little Scout

RENTALS

1. The War of the Roses
2. Internal Affairs
3. Steel Magnolias
4. Tango & Cash
5. She-Devil
6. Look Who's Talking
7. Family Business
8. Always
9. Tremors
10. Back to the Future II
11. Fabulous Baker Boys
12. Black Rain
13. Sea of Love
14. Harlem Nights
15. We're No Angels
16. Music Box
17. Dead Poets Society
18. National Lampoon's Christmas Vacation
19. Heart Condition
20. Next of Kin

13-10-23

K Rises; for Dips

Byron Roberts
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McPeak Is Facing the Tomahawk

By 10/10/63
When the Redskins board of directors held its annual meeting Monday "to discuss routing business," head coach and general manager Bill McPeak is in the danger of getting non-routine treatment. The Redskins board of directors has been much pressure on McPeak this season, his fifth as Washington's head coach. It built up considerably when the team lost its first five games, and club president Ed Bennett Williams had his now-famous "family talk" with the players.

The Redskins recovered and won five of their next six starts, but lost the next two and now must win Sunday's 1964 finale against the Pittsburgh Steelers to finish 6-8, equalling last year's mark.

SATISFACTION

McPeak was given a two-year contract two days prior to the close of the '63 season, at which time the directors said they were satisfied with the improvements made under McPeak.

They gave him a raise and announced that they were unanimous in their decision to rehire him.

Indications are now that if Williams, now Kent Cooke, is not re-elected, the Redskins will be in a position to hire him.

McPeak's five-year record is 20-6-3, with one game to remaining this season. His first Redskins team (1961) had a 1-12-1 record, then in succeeding years they were 3-7-2, 3-11-6-4.

This year's club, which boasts high-calibered players such as Sonny Jurgensen, Charley Taylor, Sam Huff and Bobby Mitchell, is 5-8.

Fred Mazurek Brought Up By Redskins

By Byron Roberts
The Redskins activated rookie Fred Mazurek yesterday to fill the ranks of their depleted receiving corps, and made plans to use safety Paul Krause at split end to lighten the slack caused by injuries to Angie Cola and Pat Richter.

Mazurek will be used, as either a flanker or split end, depending on the Pittsburgh Steelers' defense in the final game of the National Football League season here Sunday.

Cola may be available for duty against the Steelers but Richter is out for the remainder of the season with a fractured right collarbone.

He was rendered hors de combat last Sunday when New York Giants linebacker Bill Swain walloped him after Cola made a reception of a Sonny Jurgensen pass.

It was thought that Cola suffered a broken rib and a rupture of the kidneys but an examination by Dr. George A. Resta, the team physician, revealed that Cola tore a muscle in his lower rib cage.

Redskins Coach Bill McPeak said yesterday that the loss of Richter altered his plans for the Steelers game but he was hoping that Cola would be available for some action.

"Cola has given us some great games, especially after playing so poorly in the Baltimore Colts game. It's a funny thing with Cola, sometimes he's great, and other times he can make you want to give up coaching. Since the Colts game he has been marvelous."

Mazurek has been working with the team all season, laboring with the reserve taxi squad, and has been impressing the regular defensive backs with his agility and moves.

Mazurek wasn't activated yesterday because of the side of good receivers. BED-3, E4, 6

These articles

REDSKINS—Fr. E1 Fred Mazurek Brought Up

McPeak said at the beginning of the season that Mazurek had the moves to be playing regular for any other National Football League team but he (Mazurek) had to learn a little more of the receiving business.

Mazurek was a quarterback at the University of Pittsburgh and was not drafted by an NFL team. McPeak picked him as a free agent, and tried him as a defensive halfback in preseason drills.

But Mazurek showed better as a receiver than pass defender or a passer and has continued to improve, McPeak said.

C-3 Racing



PRIN

John Gogolak, eight-place-kicking Gogolak from Princeton Univ 1975. Brother Pete Ki recently signed with Princeton this season

THE AMERICAN HERITAGE DICTIONARY OF THE ENGLISH LANGUAGE

c 1969, 1970, 1971, 1973,
1975, 1976, 1978,
1979, 1980, 1981

EXHIBIT

NO. 44

BLA-TTAB-06602

red-letter reed

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red-letter (rēd'lē-tēr) *adj.* Memorably happy; a red-letter day. [From the rubrication of feasts in church calendars.]
red-light (rēd'lēht) *n.* A red traffic or danger signal indicating stop.
red-light district (rēd'lēht' dīstrīkt) *n.* A neighborhood containing many brothels.

red mulberry (rēd'mulbērrī) *n.* A tree, *Morus rubra*, of eastern and central North America, having irregularly lobed leaves and edible, blackberrylike fruit.

red mullet (rēd'mulēt) *n.* Any fish of the family Mullidae; a goatfish.
red-neck (rēd'nēk) *n.* Slang. One of the white rural laboring class in the southern United States. Used disparagingly.

re-do (rē'dō) *v.* -did (-dīd'), -done (-dūn'), -doing, -does (-dūz'). 1. To do over again. 2. To redecorate.

red ochre (rēd'ōkrē) *n.* 1. A natural red mixture of clay and iron oxide; an ochre (*see*). 2. A refined form of this mixture used as pigment.

red-o-lent (rēd'ō-lent) *adj.* 1. Having or emitting fragrance; pleasantly odorous. 2. Sensing. Used with *of*: *heartwards red-o-lent of her*. [Middle English, from Old French *redolent*, from Latin *redolens*, present participle of *redolere*, to emit an odor: *red-*, *re-*, in response, back + *olere*, to smell (see *ol-* in Appendix*).]
—*red-o-lence*, *red-o-lent-ly* *adv.*

red osier (rēd'ōsēr) *n.* A North American shrub, *Cornus stolonifera*, often forming dense clumps, and having red branches, white flowers, and bluish-white, berrylike fruit.

re-double (rē'dūbl) *v.* -doubled, -doubling, -doubles. —*tr.* 1. To double. 2. To repeat. 3. *Archaisic*. To echo or re-echo. 4. To double the doubling bid of (an opponent in bridge). —*intr.* 1. To be doubled; become twice as much or as great. 2. *Archaisic*. To echo; reverbinate. 3. To double a double in bridge.

re-doubt (rē'daūt) *v.* 1. A small, often temporary defensive fortification. 2. A reinforcing earthwork or breastwork within a permanent rampart. 3. Any protected place of refuge or defense. [Old French *redoubte*, from Old Italian *ridotta*, from Medieval Latin *reductus*, concealed place, from Latin, withdrawn, from the past participle of *reducere*, withdraw: *re-*, back + *ducere*, to lead (see *duc-* in Appendix*).]
re-doubt-a-ble (rē'daūt-ə-bəl) *adj.* 1. Awesome; formidable; fearsome. 2. Worthy of respect or honor. [Middle English, from Old French *redoutable*, from *redouter*, to dread: *re-* (intensive) + *douter*, to fear, DOUBT.] —*re-doubt-a-bly* *adv.*

re-dound (rē'daund) *intr.v.* -dounded, -dounding, -dounds. 1. To have an effect or consequence: *death that redounded to one's discredit*. 2. To return; recoil. Used with *upon*: *Glory redounded upon the brave*. 3. To contribute; accrue. [Middle English *redounden*, to abound, from Old French *redondre*, from Latin *redundare*, to overflow: *red-*, *re-* (intensive) + *undare*, to overflow, surge, from *unda*, wave (see *und-* in Appendix*).]

re-dox (rē'dōks) *n.* Chemistry. Oxidation-reduction (*see*).
red-pen-on (rēd'pēn'ōn) *v.* -ed, -ing, -es. To censor, revise, or correct with or as if with a red pencil.

red pepper (rēd'pēpər) *n.* 1. The pungent, red, podlike fruit of any of several varieties of the pepper plant, *Capsicum frutescens*. 2. Cayenne pepper (*see*).

red pine (rēd'paɪn) *n.* An evergreen timber tree, *Pinus resinosa*, of northeastern North America. Also called "Norway pine."

red-poll (rēd'pōl) *n.* Any of several finches of the genus *Acanthis*, having brownish plumage and a red crown.

Red Poll (rēd'pōl) *n.* Any of a breed of reddish, hornless cattle developed in England and raised for dairy and meat products.

red puccoon (rēd'pukoon) *n.* A plant, the bloodroot (*see*).
re-dress (rē'dres) *v.* -dressed, -dressing, -dresses. 1. To set right; remedy or rectify. 2. To make amends to. 3. To make amends for. 4. To adjust (a balance, for example). —*See* Synonyms at *amend*. —*n.* (rē'dres', rē'drēs'). 1. Satisfaction or amends for wrong done. 2. Correction or reformation. —*See* Synonyms at *reparation*. [Middle English *redressen*, from Old French *redresser*: *re-*, back + *dresser*, to make straight, dress.] —*re-dress'er*, *re-dress-er* *n.*

Red River (rēd'rīvər) *n.* 1. A river of the southwestern United States, rising in the Texas Panhandle and flowing 1,018 miles along the Texas-Oklahoma boundary, through Arkansas, and into Louisiana to join the Mississippi. 2. A river of the United States and Canada, flowing northward 333 miles along the Minnesota-North Dakota boundary into Lake Winnipeg, Manitoba, Canada. Also called "Red River of the North." 3. *Chinese* *Yue-nan Kiang* (yō-nān' kīng); *Amur* (āmūr) (sōng'kōf). A river of China and North Vietnam rising in Yunnan Province, China, and flowing in a southeasterly direction for about 730 miles past Hanoi to the Gulf of Tonkin.

red-root (rēd'rōt) *n.* 1. A bog plant, *Lychnis viscaria*, of eastern North America, having red roots and woolly yellow flowers. 2. Any of several plants having red roots, such as pigweed (*see*).

red salmon (rēd'sālmən) *n.* The sockeye salmon (*see*).
Red Sea (rēd'sē) *n.* An elongated body of water, about 170,000 square miles in area, separating the Arabian Peninsula from Africa and connected with the Mediterranean by the Suez Canal.

red-shank (rēd'shāngk) *n.* An Old World wading bird, *Tringa totanus*, having long red legs.

red shift (rēd'shīft) *n.* 1. An apparent increase in the wavelength of radiation emitted by a receding celestial body as a consequence of the Doppler effect (*see*). 2. A similar increase in wavelength resulting from loss of energy by radiation moving against a gravitational field.

red-skin (rēd'skīn) *n.* Informal. A North American Indian.

red snapper (rēd'snāpər) *n.* Any of several marine food fishes of the genus *Lutjanus*, of tropical and semitropical waters, having red or reddish bodies.

red squirrel (rēd'skwerl) *n.* 1. A plant, the sea cotton (*see*). 2. A powder pro-

pared from the bulbs of this plant and used as a rat poison.
red squirrel (rēd'skwerl) *n.* A North American squirrel, *Tamiasciurus hudsonicus*, having reddish or tawny fur. *See* *chipmunk*.

red-start (rēd'stārt) *n.* 1. A small North American bird, *Zonotrichia querula*, the male of which has black plumage with orange patches on the wings and tail. 2. A European bird, *Phoenicurus phoenicurus*, having grayish plumage and a rust-red breast and tail. [Also + obsolete *start*, tail, from Middle English *start*. Old English *start* (see *start* in Appendix*).]

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re-duc-tō (rē'dūk'tō) *n.* (rē'dūk'tō'kōl'ōd'ōb'shōn) *n.* Disproof of a proposition by showing the absurdity of its inevitable conclusion. [Latin, "reduction to absurdity."] —*re-duc'tion-ism* (rē'dūk'tiō'nizəm) *n.* *Abbr.* *red.* 1. The act or process of reducing. 2. The result of reducing. 3. The amount by which anything is lessened or diminished. 4. *Biology*. The first meiotic division, in which the chromosome number is reduced. Also called "reduction division." 5. *Chemistry*. A decrease in positive valence or an increase in negative valence by the gaining of electrons. Compare *oxidation*. 6. *Mathematics*. a. The canceling of common factors in the numerator and denominator of a fraction. b. The converting of a fraction to its decimal equivalent. [Middle English *reducere*, from Old French *reducere*, from Latin *reducere*, to reduce.] —*re-duc'tion-ist* (rē'dūk'tiō'nist) *n.* —*re-duc'tive* (rē'dūk'tīv) *adj.*

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redirection

re-di-rec'tion, *n.* a redirecting.
re-dis-būse', *v.t.* to repay or refund.
re-dis'count, *v.t.* in banking, to discount again; to subject to a second discount; said of commercial paper.
re-dis'count, *n.* 1. a rediscounting.
 2. [usually *pl.*] rediscounted commercial paper.
re-dis-seize', *v.t.* to dis seize again or anew.
re-dis-sei'zin, *n.* in law, a dis seizing or being dis seized a second time.
re-dis-sei'zōr, *n.* a person who dis seizes lands or tenements a second time, or after a recovery of the same from him in an action of novel disseizin.
re-dis-trib'ute, *v.t.* to distribute again; to deal back again.
re-dis-trib'ution, *n.* a dealing back, or a second distribution.
re-dis'tric't, *v.t.* to divide into new districts, especially in order to reapportion electoral representatives; to make a new arrangement of the districts of.
re-di'tion (-dish'un), *n.* return. [Obs.]
red-i-vi'vus, *a.* [L.] brought to life again; restored.
red'knees (-nēz), *n.* a plant, smartweed.
red lead (led), red oxide of lead, PbO₂, derived from massicot, used in making paint, in glassmaking, etc.; minium.
red lead ore, a mineral, crocoite, a red chromate of lead; also called *red lead spar*.
red'legs, *red'leg*, *n.* 1. any of various birds; as, (a) the redshank; (b) the turnstone, *Sturnella interpres*; (c) the red-legged partridge of Europe.
 2. a plant, the bistort.
red'-let'ter, *a.* happy; memorable; as, a *red-letter day*.
red-letter day, a fortunate, happy, or auspicious day; so called because the holy days, or saints' days, were marked on the old calendars with red letters; a day of notable events or occurrences; a day to be remembered in a special manner.
red light (lit), 1. a danger signal.
 2. a signal used to bring trains, automobiles, etc. to a stop; stop light.
red'-light' dia'tric't, a section of a town or city in which there are many houses of prostitution; so called because, formerly, it was customary to display a red light above the doors of such houses.
red'ly, *adv.* in a red manner; with a red color.
red mō-ro'cō, a plant, the pheasant's-eye.
red'mouth, *n.* a fish, the grunt.
red'ness, *n.* the quality of being red; red color.
red'olence, *red'ol-en-cy*, *n.* the quality or state of being redolent; sweet scent; fragrance.
red'olent, *a.* [L. *redolens*, *redolentis*, *ppr.* of *redolere*, to emit a scent; *red-*, *re-*, and *olere*, to smell.]
 1. sweet-smelling; fragrant.
 2. smelling (of); as, *redolent of flowers*.
 3. suggestive (of).
re-dou'ble, *v.t.*; redoubled (-bld). *pt.*, *pp.*; redoubling, *ppr.* [Fr. *redoubler*.]
 1. to make twice as much or twice as great; to increase two-fold.
 2. to repeat; to do or say again.
 3. to echo or re-echo.
 4. to re-fold; to double back.
 5. in bridge, to double the doubled bid of (one's opponent).
re-dou'ble, *v.i.* 1. to become twice as great or twice as much.
 2. to re-echo; resound.
 3. in bridge, to double a bid that an opponent has already doubled.
re-dou'ble, *n.* in bridge, a redoubling.
re-doubt' (-dout'), *v.t.* to regard with fear; to dread. [Rare.]
re-doubt', *n.* [Fr. *redoute*; It. *ridotto*; ML. *re-ductus*, a refuge, orig. *pp.* of *L. reducere*.]
 1. in military science, (a) a temporary outlying fortification or breastwork, used to secure hilltops, passes, or the flanks of entrenchments; (b) in permanent fortifications, a breastwork surrounded by a parapet and dominated by guns from the heavier fortifications behind it.
 2. a stronghold.
re-doubt'ā-ble, *a.* [OFr. *redoubtable*, from *redoubter*, to fear or dread; *L. re-*, again, and *debilare*, to doubt.]
 1. formidable; that is to be dreaded; terrible; fearsome.

2. deserving of respect; as, a *redoubtable* opponent.
re-doubt'ā-bly, *adv.* in a redoubtable manner; so as to be redoubtable.
re-doubt'ed, *a.* formidable; redoubtable. [Archaic.]
re-doubt'ing, *n.* honor; reverence. [Obs.]
re-dound', *v.i.*; redounded; *pt.*, *pp.*; redounding, *ppr.* [Fr. *redonder*; *L. redundare*, to overflow; *red-*, *re-*, and *undare*, to surge, swell, from *unda*, a wave.]
 1. to have a result or effect (to the credit or discredit, etc. of someone or something); as, this work will *redound* to his credit.
 2. to come back; to react; to recoil (*upon*); said of honor or disgrace.
 3. to flow back, as waves. [Obs.]
 4. to be redundant; to overflow. [Obs.]
re-dound', *n.* 1. a coming back by way of consequence; return; result; requital.
 2. reverberation; rebound. [Rare.]
red'our, *n.* violence. [Obs.]
red-out', *n.* a redoubt. [Obs.]
red'ow-ā, *n.* [Fr., from Bohem. *rejdownák*, a kind of dance, from *rejdowni*, to turn.]
 1. either of two ballroom dances of the 19th century, one form of which resembles the polka, but is of a more lively nature, the other form resembling the waltz.
 2. the music for either of these.
red'poll, *n.* [red and poll (the head).]
 1. any of a number of finches of the genus *Acanthis*, the males of which usually have a red patch on the head.
 2. any of several other birds, as (a) the European linnet; (b) the redpoll warbler, *Dendroica palmarum*.
red'raft (or *re-draft'*), *n.* 1. a second or later draft or framing, as of a legislative bill.
 2. a draft on the drawer or endorser of a protested bill of exchange, for the amount of the bill plus charges and costs.
red'raft', *v.t.* to draft anew or again.
red-draw', *v.t.*; redrew, *pt.*; redrawn, *pp.*; redrawing, *ppr.* to draw again; to make a second draft or copy of.
red-draw', *v.t.* to draw a new bill of exchange, as the holder of a protested bill, on the drawer or endorsers.
re-dress', *v.t.* to dress again; variously applied; as, to *re-dress* a wound; to *re-dress* a doll.
re-dress', *v.t.*; redressed (-drest), *pt.*, *pp.*; redressing, *ppr.* [Fr. *redresser*, to straighten.]
 1. to correct and compensate for, as evils, abuses, afflictions, etc.
 2. to correct; to remedy, as a fault.
 3. to compensate; to make amends to.
 4. to adjust; as, *redress* the balances.
 5. to place upright; to erect. [Obs.]
re-dress', *v.i.* to rise again to an erect position. [Obs.]
re-dress (or *re-dres'*), *n.* 1. compensation; satisfaction, as for a wrong done.
 2. a redressing.
 3. reformation; amendment. [Obs.]
 4. one who or that which redresses. [Obs.]
Syn.—remedy, relief, amends, compensation, reparation.
re-dress'ā-ble, *n.* redressment.
re-dress'er, *re-dress'ōr*, *n.* one who redresses.
re-dress'i-ble, *a.* capable of being redressed, relieved, or indemnified.
re-dress'ive, *a.* affording or giving relief; tending to redress. [Rare.]
re-dress'less, *a.* without relief; incapable of being redressed; irremediable. [Rare.]
re-dress'ment, *n.* the act of redressing; redress; redressal.
red rib'bōn, same as *band fish*.
red'-rōan, *a.* red with a thick sprinkling of gray or white; said of horses.
red'rob'in, the wheat rust, *Puccinia graminis*.
red'root, *n.* any of several plants, as (a) New Jersey tea, *Ceanothus americanus*; (b) stone-wood, *Lithospermum tinctorium*; (c) *Lachnanthes tinctoria*, a herbaceous plant of the bloodwort family having a red root, sword-shaped leaves, and orange-yellow flowers; (d) bloodroot.
red rust, a fungous disease appearing on the leaves and stem of growing grain.
red'sear, *v.t.* to break or crack when too hot, as iron under the hammer; to be red-short. [Obs.]
red'seed, *n.* small crustaceans, as copepods, etc., which float near the sea surface and are eaten by various fishes.
red'shank, *n.* 1. any bird of the snipe family belonging to the genus *Totanus*; so called from its red legs. *Totanus calidris* is about 11

red-tapist

inches long, lives in the British Isles all the year, but is known also as a summer bird of passage in the most northern parts of Europe and Asia, occurring in winter as far south as India. The spotted redshank, *Totanus fuscus*, visits Great Britain in spring and autumn on its migrations north and south.



SPOTTED REDSHANK (*Totanus fuscus*)

2. the fieldfare, *Turdus pilaris*.
 3. a Highlander: so called in derision of his bare legs.
 A generation of Highland thieves and red-shanks. — Milton.

red-shāre', *a.* red-short. [Obs.]
red'-short', *a.* brittle when red-hot: said of iron or steel with too much sulfur in it.
red-short'ness, *n.* the quality of being brittle when red-hot: said of certain kinds of iron.
red'sides, *n.* a small cyprinoid American fish, *Notropis ardens*; the redfin.
red'skin, *n.* a North American Indian: so called from the reddish or coppery color of the skin.
Red Star, an international organization having for its objective the humane treatment of animals: it had its inception in Switzerland.
red'start, *n.* [red and start (from AS. *steort*), tail.]
 1. a small, handsome, singing bird, *Ruticilla phaniscus*, belonging to the warbler family, *Sylviidae*, nearly allied to the nightingale, but having a more slender form and bill, a reddish tail, and a peculiar darting flight. It is widely diffused over Europe, Asia, and the north of Africa. It is found in almost all parts of Great Britain as a summer bird of passage. It has a soft and sweet song, which is continued during the breeding season far into the night. The black redstart, *Ruticilla tithys*, is distinguished from the common redstart by being sooty-black on the breast and belly where the other is reddish-brown.
 2. an American fly-catching warbler, red, black, and white, a small bird of the family *Muscicapidae*, or flycatchers, common in most parts of North America.
 Also called *redtail*, *firetail*, *firebird*, and *brantail*.
blue-throated redstart; same as *bluethroat*.
red'streak, *n.* 1. a sort of apple so called from its red streaks.
 2. cider pressed from redstreak apples.
red'tail, *n.* 1. the red-tailed hawk or buzzard, *Buteo borealis*, of North America; also called *hen hawk*, and *red-tailed buzzard*.
 2. same as *redstart*.
red'-tāiled', *a.* having a red tail, as various birds.
red-tailed hawk; same as *redtail*, sense 1.
red'-tāpe', *a.* of, pertaining to, or characterized by red tape, or official routine, formality, delay, etc.; as, *red-tape* statesmen.
red tāpe, [after the tape commonly used to tie official paper.]
 1. official forms and routines.
 2. rigid application of regulations and routines, resulting in delays and exasperations in getting business done.
red'-tāped' (-tāpt'), *a.* pertaining to or affected by red tape.
red'-tāp'ry, *n.* same as *red-tapism*.
red'-tāp'ism, *n.* the system of red tape or excessive official routine; strict or punctilious adherence to official formalities.
red'-tāp'ist, *n.* 1. one employed in a public office who ties his papers with red tape; hence, a mere government clerk.



REDSTART (*Ruticilla phaniscus*)

e, bull, brute, turn, up; cry, myth; cat, machine, ace, church, chord; gem, anger, (Fr.) bon, as; this, thin; azure

1513

EXHIBIT

No. 45

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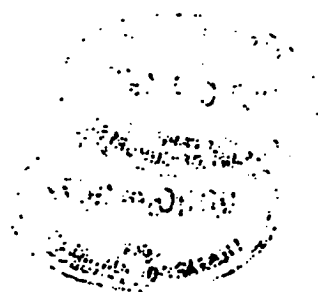
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EXHIBIT

NO. 46

BLA-TTAB-06606

selling his labor for a certain time in exchange for passage across the Atlantic.

Redemptorist (rē demp'tēr ist) *n.* A member of the Congregation of the Most Holy Redeemer, a Roman Catholic organization devoted to work among the poor.

redeposit (rē dē poz'it) *n.* Another deposit, esp. one equal to the former amount. — *v.* To deposit again.

redevelop (rē dē vel'up) *vi. & vt.* To develop again, esp. to apply a second developing process to a photograph. — *er n.* — *-ment n.*

redfin (red'fin) *n.* A small fresh-water fish of the carp family, found in N. Am.

red fir (fūr) *n.* One of several N. Am. evergreen trees which have reddish wood and which bear cones, such as the *Abies nobilis* and *Pseudotsuga douglasii*; also *Douglas fir*.

red gum or red-gum (red'gum) *n.* 1 A tree which sometimes erupts on the skin of young children, esp. during teething. 2 A rust in grain. 3 One of the several species of trees of *g. Eucalyptus* which ooze out a reddish substance through the bark.

red-handed (red'hand ed) *adj.* 1 Having bloody hands. 2 In or just after committing a crime, as, he was caught red-handed.

red hat. The hat of a cardinal; a cardinal's hat.

red head (red'hed) *n.* 1 A person with red hair. 2 A certain American duck.

red-hot (red'hot or red hot') *adj.* 1 So heated in temperature as to become red. 2 Cited; violent; enthusiastic.

redingote (red'ing gōt) *n.* A long outer garment with plain, full skirts, once worn by men and now by women.

redintegrate (red in'tē grāt) *vt.* To reintegrate; to renew; to restore.

redirection *n.* — *-in'tegrative adj.*

redirection (rē di rekt') *vt.* To give a new direction; to write a new address.

redirection *adj.* Pert. to further examination, cross-examination, of a witness by a lawyer by whom he was called. *redirection n.*

redirection (rē dis'kount) *n.* A second count. — *vt.* To advance money or to make the subtraction of interest, on a loan, showing monetary obligation on a loan. — *imilur advancement has already made.*

redirection (rē dis kuv'ēr) *vt.* To find out.

redirection (rē dis trib'ūt) *vt.* To distribute gain, differently. *redistribution n.*

redistrict

redistrict (rē dis'trikt) *vt.* To divide into new districts.

red lattice (lat'is) *n.* Formerly, an alehouse; because of the red latticework used as a sign of one.

red lead (led') *n.* Lead oxide, in the form of powder, used in making glass and as a pigment.

red-letter day. A day that is fortunate or auspicious: so called because holy days were marked in red on the calendar.

red-light district. Part of a town or city in which prostitutes are numerous: so called because of the red light sometimes used as the sign of a house of prostitution.

red man. An American Indian.

red ocher (ō'kēr) *n.* Hematite, an earthy iron ore.

redolent (red'ō lent) *adj.* Fragrant; odorous; suggestive, as *redolent* of youth. — *ly adv.* — *red'olence, red'olency n.*

redouble (rē dub'l) *vi. & vt.* 1 To become or to make twice as great or twice as much. 2 To double an opponent's double at bridge.

redoubt (rē dout') *n.* A field work, usu. without flanks, for strengthening a military position.

redoubtable (rē dout'a bl) *adj.* Formidable; valiant. — *ness n.* — *-ably adv.* — *redoubt'ed adj.*

redound (rē dound') *vi.* To come as a result; result, turn out, as, your gift redounds to your credit.

redowa (red'ō wa or red'ō va) *n.* One of two dances or pieces of dance music, esp. one like a waltz.

red pepper. The capsicum, esp. the cayenne, or the seasoning made from it.

redpoll (red'pōl) *n.* The linnet or one of certain other finches.

redraft (rē drāft') *n.* 1 A draft on those who made or endorsed a bill of exchange not paid by the one on whom it was drawn, covering the face value of the bill as well as the cost of the extra trouble. 2 A new, usu. revised, copy.

redraw (rē drō') *vi. & vt.* 1 To draw again. 2 To make a redraft. — *-er n.*

redress (rē dres') *n.* Reparation; amends. — *vt.* To set right, as, to redress a wrong; to make amends to. — *-er, -or n.*

redress (rē dres') *vi. & vt.* To dress again.

redroot (red'root) *n.* One of several N. Am. plants whose root is used in coloring.

redracer (red'sēr) *vi.* To break or crack under the hammer, as iron, when hot, due to the presence of foreign matter.

redshank (red'shank) *n.* One of certain birds of the snipe family, having red legs.

red-short (red'shōrt') *adj.* Brittle when heated red-hot, as of iron with too much sulphur. *red'-short'ness n.*

red-winged blackbird

redskin (red'skin) *n.* A N. Am. Indian.

redstart (red'stārt) *n.* 1 A small Eur. singing bird, *Ruticilla phoenicea*, with a red tail. 2 An American warbler, *Setophaga ruticilla*, which has a red tail, and which catches flies.

red tape. An excessive degree of official formality, permitting small matters of rule and regulation to interfere with the progress of work. *red-tape' adj.* — *red-tap'ism n.*

redtop (red'top) *n.* An Am. grass used for pasturage.

reduce (rē dūs') *vi. & vt.* 1 To become less, as, the swelling is *reducing*. 2 To lower in rank, degrade, as, to *reduce* an officer to the ranks; to lessen or lower in amount, size, value or degree. 3 To change from one state to another, as, to *reduce* wood to paper or fuel to ashes. 4 To change to a simpler form, as, to *reduce* a fraction or a chemical compound. 5 To put back part of the body which is out of place. 6 To make people do what they do not wish to do. 7 To put in writing. 8 To put into different classifications. *Syn.* Conquer, curtail, diminish, lessen, minimize, subject, weaken. *Ant.* Enlarge, expand, promote. — *-er n.*

reducible (rē dūs'i bl) *adj.* Capable of being lessened, diminished, or lowered in degree. — *ibly adv.* — *reducibil'ity n.*

reducing valve (rē dūs'ing valv) *n.* A valve for lessening the pressure of steam.

reductio ad absurdum (rē duk'āhi ō ad ab sūr dum) [*L.*] Proving that some sentence is false by showing that other sentences following from it can not be true: literally, reduction to an absurdity.

reduction (rē duk'shun) *n.* 1 Diminution. 2 Conquest or subjugation. 3 The changing of quantities from one denomination to another, as, the *reduction* of 20 quarts to gallons. 4 The separation of a metal from the remainder of the ore in which it is found. *reduc'tive adj.*

réduit (rē dwē') *n.* Part of a fortification within the outworks.

redundance (rē dun'dans) *n.* Excess, superfluity; use of unnecessary words. — *-dancy n.* — *-dant adj.* — *-dantly adv.*

reduplicate (rē dū'pli kāt) *vt.* 1 To redouble, repeat. 2 To repeat a syllable or part of a syllable, as in forming a tense. — *-tive adj.* — *reduplica'tion n.*

redware (red'wār) *n.* A large brown seaweed, *Laminaria digitata*, found in many places along the N. Atlantic coast of the U. S.

redwing (red'wing) *n.* 1 A European thrush. 2 The American red-winged blackbird.

red-winged blackbird. A N. Am. black-

IR Exs. 156-169,
201-204

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10 HARJO, et al. vs. PRO-FOOTBALL, INC.

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12 ROSS DEPOSITION EXHIBITS

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14 JUNE 11, 1997

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RAY J. LERSCHEN & ASSOCIATES

CAPRA Response Rate Formula

Single-stage Sampling, Eligibility Requirement

From a list of registered voters, a sample of $n = 900$ names is selected. Eligible respondents are defined as those planning to vote in an upcoming election. Assume the data collection effort produces the following results.

Completed interviews	= 300
Not contacted	= 250
Refused, eligibility not determined	= 150
Ineligible	= 200

The recommended response rate is:

$$\frac{300}{300 + \left[\frac{300}{300 + 200} \right] (250 + 150)} = \frac{300}{300 + 240} = 55.5\%.$$

As indicated, when using an eligibility requirement one first must estimate the number of eligibles among the nonrespondents. This is done by using the eligibility percentage, $(300/500) = 60\%$, obtained among persons successfully screened and applying this percentage to the nonrespondents. Thus, of the 400 nonrespondents, 60% (240) are estimated to have been eligible and the estimated response rate becomes $(300/540)$ or 55.5%.

Source: Frederick Wiseman and Maryann Billington, "Comment on a Standard Definition of Response Rates," *Journal of Marketing Research*, 21 (August 1984), p. 337. Published by the American Marketing Association.

PLAINTIFF
EXHIBIT

156

STATUS

0	AVAILABLE	243
1	DEFINITES	23
2	CALLBACKS	68
3	BUSY'S	0

STATUS

4	USED	706
5	AT STATIONS	0
6	HOLDING	1
7	QUOTA FILLED	0

INITIAL SAMPLE 3150

LATEST DISPOSITION

NC-1	No Answer	319
NC-2	Busy	10
NC-3	Answering Machine	172
REF-4	Terminate	13
NC-5	Quota Filled	14
REF-6	Refused	402
NC-7	Bus/Gov't/Fax/Modem	195
NC-8	Disconnected Number	337
-9	Complete	301
NC-10	Call Back	5
I-11	Deaf/Lang Barrier	27
I-12	Not Qualified Resp.	199
NC-13	Wrong Number	0
14		0
15		0
16		0
17		0
18		0
19		0
20		0

LATEST DISPOSITION

21		0
22		0
23		0
24		0
25		0
26		0
27		0
28		0
29		0
30		0
31		0
32		0
33		0
34		0
35		0
36		0
37		0
38		0
39		0
40		0

SAMPLE ATTEMPTED

1995

$$\text{Response Rate} = \frac{C}{C + \left[\frac{C}{C+I} \right] (NC+R)}$$

where C = completes
 NC = not contacted
 R = Refused, eligibility not determined
 I = Ineligible (failed screen)

$$= \frac{301}{301 + \left(\frac{301}{301+226} \right) (1052+415)}$$

$$= \frac{301}{301 + (.57116) (1467)}$$

$$= \frac{301}{301 + 833} = 26.4\%$$

379 ROSS NATIVE RURAL

SAMPLE REPORT

3-19-96

14:48:21

Pg 1

STATUS

STATUS

0 AVAILABLE 848
1 DEFINITES 3
2 CALLBACKS 1554
3 BUSY'S 0

4 USED 2632
5 AT STATIONS 0
6 HOLDING 0
7 QUOTA FILLED 0

INITIAL SAMPLE 7940

LATEST DISPOSITION

LATEST DISPOSITION

NC1 No Answer 1394
NC2 Busy 16
NC3 Answering Machine 372
R4 Terminate 10
NC5 Quota Filled 4
R6 Refused 560
NC7 Bus/Gov't/Fax/Modem 248
N1 Disconnected Number 754
C9 Complete 189
NC10 Call Back 13
L11 Deaf/Lang Barrier 19
L12 Not Qualified Resp. 118
NC13 Wrong Number 0
L14 Not Amer. Indian 717
15 0
16 0
17 0
18 0
19 0
20 0

21 0
22 0
23 0
24 0
25 0
26 0
27 0
28 0
29 0
30 0
31 0
32 0
33 0
34 0
35 0
36 0
37 0
38 0
39 0
40 0

SAMPLE ATTEMPTED 4416

Response Rate =

$$189 + \frac{189}{189 + 854} (2801 + 570)$$

$$189 + \frac{189}{10182} (3371) = 611 = 30.9\%$$

382 ROSS NATIVE URBAN

SAMPLE REPORT

3-19-96

14:48:51

Pg 1

STATUS

0	AVAILABLE	2494
1	DEFINITES	0
2	CALLBACKS	847
3	BUSY'S	0

STATUS

4	USED	1690
5	AT STATIONS	0
6	HOLDING	1
7	QUOTA FILLED	1

INITIAL SAMPLE 10218

LATEST DISPOSITION

NC1	No Answer	696
NC2	Busy	12
NC3	Answering Machine	135
R 4	Terminate	5
NC5	Quota Filled	1
R 6	Refused	372
	Bus/Gov't/Fax/Modem	82
	Disconnected Number	628
C 9	Complete	169
NC10	Call Back	19
I11	Deaf/Lang Barrier	11
I12	Not Qualified Resp.	194
NC13	Wrong Number	0
I14	Not Amer. Indian	222
15		0
16		0
17		0
18		0
19		0
20		0

LATEST DISPOSITION

21	0
22	0
23	0
24	0
25	0
26	0
27	0
28	0
29	0
30	0
31	0
32	0
33	0
34	0
35	0
36	0
37	0
38	0
39	0
40	0

SAMPLE ATTEMPTED 2547

$$\begin{aligned}
 \text{Response Rate} &= \frac{169}{169 + \left(\frac{169}{169+205}\right)(1572+372)} = \frac{169}{169 + (645187)(1949)} \\
 &= \frac{169}{169 + 881} = 16.1\%
 \end{aligned}$$

Response Rates

SIXTH EDITION

MARKETING RESEARCH

*Measurement
& Method*

Donald S. Tull
Del I. Hawkins

Department of Marketing
University of Oregon

A TEXT WITH CASES

PLAINTIFF
EXHIBIT

157

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Nonresponse Error in Survey Research

Questionnaires were mailed in March and April to 500 randomly selected subscribers of *Advertising Age*; 216 companies responded. The survey has a 6 percent margin of error.³⁰

The above quote, taken from a recent research report, is incorrect. The actual margin of error is unknown because the potential nonresponse error is ignored.

Table 6-2 indicates the characteristics of respondents reached on each of a series of calls. As can be seen, a no call-back policy would have produced differences from those actually obtained. Differences of those magnitudes could lead the researcher to erroneous conclusions. Likewise, respondents in a survey of small businesses had actual average monthly phone bills of \$134, whereas the actual monthly bills of nonrespondents averaged only \$95.³¹ Again, a potentially misleading difference exists.

Error caused by a difference between those who respond to a survey and those who do not is termed *nonresponse error*. Nonresponse can involve an entire questionnaire (refusal to answer any questions) or particular questions in the questionnaire (refusal to answer a subset of questions).³² It is one of the most significant problems faced by the survey researcher.

Response rate is defined as *the number of completed interviews with responding units divided by the number of eligible responding units in the sample*.³³ In

Table 6-2 Response Variation by Call at Which Interviewed

Behavior/Characteristic	Call at Which Interviewed			
	First (N = 304)	Second (N = 114)	Third (N = 56)	Total Respondents (N = 474)
% Income > \$25,000	31.5	48.0	64.8	39.5
% Male	36.8	41.2	57.1	40.3
% Democrat	40.8	34.1	19.6	36.7
% Voted for Democratic governor	53.8	43.0	57.1	51.7
% Feel President's economic policy is good	40.1	43.9	57.1	43.0
% Recalling a particular ad	24.1	27.2	37.5	26.4

Source: Adapted from J. C. Ward, B. Russick, and W. Rudelius, "A Test of Reducing Callbacks and Not-at-Home Bias in Personal Interviews by Weighting at-Home Respondents," *Journal of Marketing Research* (February 1985), 69.

general, the lower the response rate to a survey, the higher the *probability* of nonresponse error. However, a low response rate does not automatically mean that there has been nonresponse error.³⁴ Nonresponse error is a problem only when a difference between the respondents and the nonrespondents leads the researcher to an incorrect conclusion or decision.

Reducing Nonresponse in Telephone and Personal Surveys

Table 6-3 reveals the results of an analysis of almost 260,000 first-call attempts using the M/AIR/C Telno® System (a sophisticated random digit dialing system). As can be seen, less than one call in ten resulted in a completed interview with an adult (over 18). Approximately one third of the calls produced "no answer" and a similar percent were answered by someone under 18 with no one over 18 at home. Another 25 percent were either nonworking numbers or business firms. Only one call in 10 reached an adult of either sex and 15 percent of those contacted refused to participate in the interview.

Table 6-4 indicates the refusal rates for various types of personal and telephone interviews, based on almost 1.7 million respondent contacts by 55 research firms. Refusals ranged from 19 percent to 56 percent with an overall rate of 38 percent.

An analysis of 182 commercial telephone surveys of consumers involving a total sample of over 1 million reached the following conclusions:

- A large percentage of potential respondents/households was never contacted. The median noncontact rate was 40 percent.
- Of those individuals contacted, slightly more than one in four refused participation. The median refusal rate was 28 percent.
- Overall, response rates were low, with a median rate of 30 percent for surveys in the database.
- The low response rates were the result of controllable factors. In almost 40 percent of the surveys, only one attempt was made to contact a potential respondent and rarely did research firms make a concerted attempt to convert reluctant respondents.³⁵

Clearly, nonresponse error is a potential problem for telephone, personal, and computer interviews.

Not-at-homes and refusals are the major factors that reduce response rates. The major focus in reducing nonresponse in telephone and personal interview situations has centered on contacting the potential respondent. This was based on the belief that the social motives that are present in a face-to-face or verbal interaction situation operate to minimize refusals. However, refusal rates are increasing for both personal and telephone interviews. Therefore, researchers

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Table 6-3 Results of First Call Attempt (N = 259,088)

<i>Outcome</i>	<i>Percent Occurring</i>
No answer	34.7
No eligible person*	29.1
Nonworking number	20.3
Business	4.1
Busy	2.0
At home, eligible person	9.8
Refusal	1.4 (14.3)**
Completion	8.4 (85.7)**

*Any resident 18 years of age or older

**Percent given that an eligible person is at home

Source: R. A. Kerin and R. A. Peterson, "Scheduling Telephone Interviews," *Journal of Advertising Research* (May 1983), 44.Table 6-4 Refusal Rates for Telephone and Personal Interviews
(based on 1,687,000 contacts)

<i>Interviews</i>	<i>Refusal Rate</i>
Total	38%
Telephone	32
Listed Number	26
Random Digit Dial	40
Personal	53
Mall	54
Other Intercept	26
Door-to-Door	36

Source: *Your Opinion Counts* (Chicago, IL: The Council of American Survey Research Organizations [CASRO]), 1988.

must focus attention on gaining cooperation from, as well as making contact with, potential respondents.

Contacting Respondents

The percentage of not-at-homes in personal and telephone surveys can be reduced drastically with a series of *callbacks*. In general, the second round of calls will produce only slightly fewer contacts than the first call.

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The Psychology of Evidence and Trial Procedure

Edited by

Saul M. Kassin
Lawrence S. Wrightsman



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We conclude by emphasizing that our focus on the "prospective purchaser" is due to having confined our remarks to trademark infringement issues. Other domains of legal action (e.g., the impact of advertising, product liability) usually require different universes. To illustrate, the challenged claim in one recent ad substantiation case (*Litton v. FTC*, 1982) was that 76 percent of independent microwave oven technicians "recommended Litton." The study was found deficient by the Federal Trade Commission, which was affirmed by the appeals court, because the universe was confined to Litton authorized service agents, some of whom had "insufficient experience with other brands to respond accurately." The bottom line is that the responsibility for "defining the correct universe rests squarely on the researcher who must design the survey in light of the legal issues presented to the court" (Reiner, 1983, p. 372).

Sampling the Universe

It is sometimes possible to test all members of the relevant universe—for example, the case may involve a product only sold to 1260 firms in the nation, and we may be able to reach the purchasing agents at all these firms. However, most relevant universes are sufficiently large (e.g., "The universe of actual and potential purchasers of glue . . . is the adult population . . . of the United States," from *Locliffe v. National Starch*, 1981, p. 251) so that assessing the mental state of all members of the universe becomes impractical. Under these circumstances, one selects a subgroup from the universe, tests it, and then generalizes the finding from this sample to the broader universe as a whole. These findings can be as accurate and valid as if we had tested the entire universe. The key consideration is the extent to which the sample represents that universe. All other things being equal, the greater the representativeness, the greater the accuracy of the estimate.

If only a sample is to be tested, then what plan will be used for determining just who will be included? Sampling plans are divided into two broad categories—probability sampling and nonprobability sampling. Probability sampling involves the random selection of elements (e.g., people) from the universe, where each element has a known probability of being selected. The major implication of this approach is that, if implemented according to plan, probability sampling virtually ensures that the elements that are selected do a good job of representing the universe as a whole, thus permitting relatively precise projections to that universe with a known degree of error. In contrast, while nonprobability sampling plans do not involve random selection and do

not provide estimates with a known degree of error, they can still provide fairly accurate estimates just so long as they are reasonably representative.

Samples do not have to be large.

The widely held belief that the accuracy of a sample is connected with its relative size to the universe is mistaken. A sample smaller than 1 per cent, taken from one universe, can be much more reliable than one comprising 10 per cent of another. To determine with equal accuracy the average age of the population of New York City and of Peoria, Illinois will require samples of equal size. (Zeisel, 1960, p. 329)

A more important consideration than size is the variability within the universe with respect to the factor of interest. To illustrate, assume that one wanted to know the average age of the members of two universes—the first consisting of all those individuals living in a particular city having a population of 800,000 and the second consisting of all 800,000 individuals living in nursing homes within the same state. Although the size of each universe is identical, there is likely to be much greater variability with respect to age when considering the population of the city than when considering the population of the nursing homes in the state. Hence, we would need a larger sample for determining the average age of the city residents than for determining the average age of the nursing home residents. One implication of this principle is that nonprobability sampling is more likely to provide accurate estimates of the universe when the members of that universe are relatively homogeneous with respect to the issue of interest.

Another relevant sampling issue is that, in theory, probability sampling requires one to begin with a list of each and every element within the universe and then sample from that list. Clearly, this is impossible to achieve with most universes of interest. Under these circumstances probability sampling thus entails going through a series of stages. For example, one might list all 50 states and then randomly select 10 in which to conduct a test (Stage 1). One might then list all the municipalities within these 10 states and randomly select 5 from each state (Stage 2). Next, one might randomly select a number of "points" for each municipality from which to begin interviewing (Stage 3). Finally, one might randomly select people living near each point (Stage 4). Although quite simplified, this illustration enables us to make several important points.

First, sampling is involved at each stage and, for each stage, this may be accomplished using either a probability or nonprobability plan. Thus one should not be misled when hearing that a particular survey is "a

probability survey"—it is important to know at just which stages. As a case in point, in *Frisch's v. Elby's* (matter pending), plaintiff conducted a survey that was purportedly a probability study. Yet, while households were contacted via random-digit phone dialing (an accepted probability sampling procedure), the individuals within each household were selected using the question "I'd like to speak to a male/female at this number who is 18 years or older"—a decidedly nonrandom procedure that ensures that those who participate could only be reasonably representative of those individuals over 18 who happened to be home at the time that this call was placed. Most likely, this was the female head of household.

Relatedly, the term *random* does not necessarily mean the application of a probability sampling plan. As an example, consider *Toys "R" Us v. Canarsie Kiddie Shop* (1983, p. 1203) where a "random intercept" procedure was employed at three shopping malls in order to obtain a "randomly intercepted representative sample."

Another multistage sampling issue warranting comment is the trade-off between the number of sampling points and the number of individuals per sampling point. Consider doing a national probability study involving in-home interviews of 2000 respondents. Clearly it makes no sense to select one test point (say, St. Louis) and conduct all 2000 interviews at that point. By the same token, it would be very expensive and inefficient to conduct the study at 2000 points around the country. A reasonable intermediate approach would be to select 100 test points and conduct 20 interviews at each. These 100 points would provide satisfactory blanket coverage for the nation as a whole. Most marketing research, however, proceeds with many fewer points and a larger number of individuals to be tested at each point. A rule of thumb informally applied in the realm of advertising substantiation is that three of four different testing sites represent an absolute minimum for ensuring a minimal degree of representativeness. Trademark courts, however, have accepted as few as two (see *Exxon v. Texas Motor Exchange*, 1980, p. 507; *Brooks Shoe v. Suave Shoe*, 1981, p. 80; reaffirmed 1983, p. 855). One site has been deemed totally inadequate (*GM v. Cadillac Marine*, 1964, p. 737; *Jockey International v. Burkard*, 1975, p. 205).

Recent court decisions suggest increasing leniency toward non-probability surveys. For example, in *Litton v. FTC* (1982) the court stated that "a representative sample need not be a probability sample" and, using this more lenient definition, indicated it would permit Litton to employ a "properly selected 'judgment sample' or 'convenience

sample'" (p. 372). In part, this leniency may stem from Rule 703, which requires that the facts relied on by an expert witness "be of a type reasonably relied on by experts in the particular field." Consumer and market researchers generally rely more heavily on nonprobability surveys, and commercial decisions of great consequence are often predicated upon the results of such surveys. This leniency may also stem from the recognition that conducting a probability study generally requires more time than a nonprobability study—time that may not be available to the researcher who must have his or her study completed before the assigned trial date, usually before the time of his or her deposition.

The leniency may also stem from the growing recognition that all research involves making trade-offs between various facets of the research process. For example, conducting a true probability study may require in-home interviewing, but the nature of the product (or the test environment for that product) may not admit to being transported. Under these conditions, the researcher may try to conduct an in-home probability study using photographs of the product, or may instead use authentic products and test these in a centrally located testing facility. As several courts have commented that using inauthentic stimuli considerably lessens the weight given to a study, both the researcher and the court might opt for a CLT facility in preference to an in-home probability study.

Our discussion thus far has focused on the plan for generating the sample. However, regardless of the plan that is ultimately employed, the necessary subsequent issue concerns implementation of that plan—specifically, how well does the obtained sample represent the universe of interest? Courts sometimes note plan versus implementation discrepancies and assign reduced weight accordingly (e.g., "most of the interviewees . . . appear to have had a higher than average educational and economic status, and thus did not constitute a representative cross-section of the consumer public," from *American Thermos v. Aladdin Industries*, 1962, p. 21).

In conclusion, the objective of sampling is to ensure that the subgroup tested is representative of the universe of interest. In the abstract, probability sampling generally offers a better approach for achieving such representativeness. However, other facets of the research design or the exigencies of the court calendar may dictate that one use a nonprobability sampling plan, and the trier of fact should not be hasty in reducing weight on these grounds. It is clearly better to have a nonprobability study conducted with members who are from the

Native American Population - Native American Study

The following terms are "Offensive to you" and/or "Offensive to others."

	Total Answering	Urban	Rural	West	Midwest
TOTAL	358 100.0	169 100.0	189 100.0	122 100.0	193 100.0
Injun	258 72.1%	120 71.0%	138 73.0%	93 76.2%	136 70.5%
Redskin	216 60.3%	111 65.7%	105 55.6%	81 66.4%	115 59.6%
Squaw	245 68.4%	126 74.6%	119 63.0%	87 71.3%	137 71.0%
Buck	159 44.4%	73 43.2%	86 45.5%	44 36.1%	100 51.8%
Brave	74 20.7%	36 21.3%	38 20.1%	26 21.3%	42 21.8%
Indian	63 17.6%	30 17.8%	33 17.5%	31 25.4%	28 14.5%
Native American	24 6.7%	14 8.3%	10 5.3%	13 10.7%	10 5.2%
STATISTIC BASE	1039	510	529	375	568

$$1 \ 90\% \ t = 1.94938$$

$$2 \ 98\% \ t = 2.47921$$

$$3 \ 99\% \ t = 2.83651$$

$$4 \ 95\% \ t = 2.13322$$

$$5 \ 90\% \ t = 1.85290$$

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Native American Population - Native American Study

The following terms are "Offensive to you."

	Total Answering	Urban	Rural	West	Midwest
TOTAL	358 100.0	169 100.0	189 100.0	122 100.0	133 100.0
Injun	181 50.6%	81 47.9%	100 52.9%	66 54.1%	94 48.7%
Redskin	131 36.6%	62 36.7%	69 36.5%	34 44.3%	66 34.2%
Squaw	169 47.2%	87 51.5%	82 43.4%	63 51.6%	93 48.2%
Buck	99 27.7%	45 26.6%	54 28.6%	29 23.8%	61 31.6%
Brave	25 7.0%	12 7.1%	13 6.9%	9 7.4%	12 6.2%
Indian	28 7.8%	17 10.1%	11 5.8%	15 12.3%	12 6.2%
Native American	10 2.8%	9 5.3%	1 0.5%	6 4.9%	4 2.1%
STATISTIC BASE	643	313	330	242	342

$$1 \quad 90\% \quad t = 1.70287$$

$$2 \quad 80\% \quad t = 1.38762$$

$$3 \quad 95\% \quad t = 2.19052$$

$$4 \quad 90\% \quad t = 1.77266$$

$$5 \quad 80\% \quad t = 1.56217$$

$$6 \quad 90\% \quad t = 1.76333$$

$$7 \quad 80\% \quad t = 1.35402$$

Native American Population - Native American Study

The following terms are "Offensive to others."

	Total Answering	Urban	Rural	West	Midwest
TOTAL	358 100.0	169 100.0	189 100.0	122 100.0	193 100.0
Injun	222 62.0%	111 65.7%	111 58.7%	80 65.6%	120 62.2%
Redskin	188 52.5%	102 60.4%	86 45.5%	68 55.7%	103 53.4%
Squaw	210 58.7%	114 67.5%	96 50.8%	72 59.0%	120 62.2%
Buck	142 39.7%	69 40.8%	73 38.6%	38 31.1%	91 47.2%
Brave	70 19.6%	34 20.1%	36 19.0%	25 20.5%	40 20.7%
Indian	52 14.5%	24 14.2%	28 14.8%	24 19.7%	24 12.4%
Native American	17 4.7%	8 4.7%	9 4.8%	10 8.2%	6 3.1%
STATISTIC BASE	901	462	439	317	504

$$^1 80\% \quad t = 1.37078$$

$$^2 99\% \quad t = 2.67730$$

$$^3 99\% \quad t = 3.32771$$

$$^4 99\% \quad t = 2.90002$$

$$^5 90\% \quad t = 1.85564$$

$$^6 90\% \quad t = 1.82083$$